

Proceeds benefit SOWF's educational programs and services.

JOIN



FORCES

# TEXAS STYLE

*2023 Sponsorship Opportunities*

**Saturday, September 23<sup>rd</sup>, 2023**  
**Omni Hotel Dallas, TX**  
**6:00 - 9:30 PM**

**Featured  
Guest Speaker:  
William H. McRaven,  
ADM, USN (Ret)**



# EVENING OVERVIEW



**SATURDAY, SEPTEMBER 23<sup>RD</sup>, 2023**  
**6:00 – 9:30 PM**

Beginning at 6:00 PM, SOWF, along with actors Cole Hauser (Rip Wheeler) and Forrie Smith (Lloyd Pierce), co-stars of the Paramount hit drama, *Yellowstone*, will host a reception and silent auction - this year's silent auction theme will be: *Musicians with Timeless Music*, and feature a variety of signed memorabilia from top selling artists of assorted genres. At 7:00 PM, our live program and dinner will commence (more information listed below).

Our collective goal during this informative and entertaining evening will be to honor the fallen by taking care of their children with full educations.

Please visit: [www.specialops.org](http://www.specialops.org) to learn more about what we do and why.



## PROGRAM SNAPSHOT:

- Attire – Texas Chic
  - Women – Stylish Texas outfits
  - Men – Jeans, stylish boots, cowboy hats (optional)
- Host – Lindsay Draper, former sideline reporter for the Dallas Cowboys
- SOWF Speaker – MG (Ret) Clay Hutmacher, President & CEO of SOWF
- Guest Speaker – ADM (Ret) William H. McRaven
- Student Speaker – Samantha Ponder, SOWF college graduate

## ADDITIONAL COMPONENTS:

- Inspiring video
- Live Auction (featuring unique, one-of-a-kind experience packages)
- Evening-ending interactive guest fundraising opportunity

# ABOUT

## SPECIAL OPERATIONS WARRIOR FOUNDATION

Special Operations Warrior Foundation (SOWF), a national non-profit organization based in Tampa, Florida, made an enduring promise 43 years ago to America's Army, Navy, Air Force, and Marine Corps Special Operations Forces community to ensure full financial assistance for postsecondary educations from an accredited two or four-year college, university, technical or trade school, as well as educational counseling, preschool grants, private tutoring, college planning and career transition programs to the surviving children of Special Operations Forces lost in the line of duty, as well as children of all Medal of Honor Recipients. SOWF also provides immediate financial assistance to severely wounded, ill, and injured Special Operations Personnel.

In 2022, SOWF expanded eligibility to include active-duty Special Operations Personnel who have lost a spouse - this recognizes the critical role spouses play in the lives of our families. These children will now receive the same benefits as all other children in SOWF's educational programs.



## FEATURED STUDENT SPEAKER

*Samantha Ponder*

*Samantha is the surviving daughter of U.S. Army Master Sergeant James Ponder, who lost his life in 2005 while assigned to the 160th Special Operations Aviation Regiment.*



# PRESENTING

## SPONSORSHIP OPPORTUNITY



### *Sponsor Benefits*

- Named presenting sponsor of Join Forces: Texas Style, presented by (your company)
- Prominent Logo and name recognition on [www.specialops.org](http://www.specialops.org) and all social media platforms, including: Facebook, LinkedIn, Instagram, and Twitter
  - To announce partnership support on social media prior to the event, as well as a post-event thank you utilizing images from Join Forces: Texas Style
  - Opportunity for company to record participation video to post on SOWF's website and social channels prior to the event
  - Combined social media platforms reach over 500,000 bi-weekly
- Prominent branded signage throughout the event, including silent auction area
- Brand recognition on silent auction bid paddles and displayed via smartphone bidding process
- One (1) table of ten (10) - premier seating adjacent to Cole Hauser and Forrie Smith's table
- One (1) additional table for ten (10) guests
- Company representative recognized during opening comments by host and company recognized via host announcements throughout the evening
- Company logo to be prominently displayed and rotated on video screens throughout the evening
- Opportunity for check presentation/photo op with: Cole Hauser and Forrie Smith, night of event

*Commitment:*

**\$50,000**




Forrie Smith & Guests




2022 Silent Auction

**LIMITED  
CAPACITY**

To learn more about this opportunity, please contact  
**Greg von Schottenstein:**

 [gregvs@specialops.org](mailto:gregvs@specialops.org)

 (813) 805-9400 x 309

# SUPPORTING SPONSORSHIP OPPORTUNITY



## *Sponsor Benefits*

- Named supporting sponsor of Join Forces: Texas Style
- Logo and name recognition on [www.specialops.org](http://www.specialops.org) and all social media platforms, including: Facebook, LinkedIn, Instagram, and Twitter
  - To announce partnership support on social media prior to the event, as well as a post-event thank you utilizing images from Join Forces: Texas Style
  - Combined social media platforms reach over 500,000 bi-weekly
- One (1) premier table of ten (10)
- Company recognized via announcements throughout the evening
- Company recognition on event screens, logo rotated throughout the evening
- Opportunity for check presentation/photo op with MG (Ret) Clay Hutmacher at location TBD

*Commitment:*

**\$25,000**



2021 Live Auction



Medal of Honor recipient, Sergeant Major Matt Williams, with wife Kate  
(2022 Guests)




Appearance by Emmitt Smith  
(2022 Guests)

**LIMITED  
CAPACITY**

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**Greg von Schottenstein:**

 [gregvs@specialops.org](mailto:gregvs@specialops.org)

 (813) 805-9400 x 309

# PARTICIPATING

## SPONSORSHIP OPPORTUNITY



### *Sponsor Benefits*

- Named participating sponsor of Join Forces: Texas Style
- Logo and name recognition on [www.specialops.org](http://www.specialops.org) and all social media platforms, including: Facebook, LinkedIn, Instagram, and Twitter
  - To announce partnership support on social media prior to the event, as well as a post-event thank you utilizing images from Join Forces: Texas Style
  - Combined social media platforms reach over 500,000 bi-weekly
- One (1) table of ten (10)
- Company recognized via announcements throughout the evening
- Opportunity for check presentation/photo op with MG (Ret) Clay Hutmacher at location TBD

*Commitment:*

**\$10,000**



General Tony Thomas,  
USA, Retired  
(SOWF Board Chairman)



Lindsay Draper,  
Host




Catherine Herridge,  
CBS News  
(Past Guest Speaker)

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