



**SPONSORSHIP
KIT 2017**

OPERATION RED RIVER - FORT WORTH TX

WHAT IS OPERATION RED RIVER?



NOW IS YOUR CHANCE TO MAKE A DIFFERENCE! TO HELP SERVE THOSE MILITARY VETERANS WHO SERVED OUR COUNTRY.

March 29 - April 1, 2017

In 2014, Nashville recording artist and Navy veteran Jared Ashley founded "**Operation Cherrybend**", a musical retreat that combines music with outdoor adventures for our wounded military veterans.

In 2016, Jared joined the board of advisors of Veteran Forces, an I.R.S approved 501(c)3 charitable organization and created a sister event in Texas. **Operation Red River's** mission is to thank wounded veterans for their courageous sacrifice to our country and to show them that we care about them long after the uniform has come off. The more we educate the public of the ongoing trials and challenges of wounded veterans,

and veterans in general, the better understanding the public will have in order to meet their needs. Every day 22 American veterans commit suicide. That is an astounding number that Operation Red River and Veteran Forces seeks to change...

With your help!



Operation Cherrybend 2016



OPERATION RED RIVER - FORT WORTH TX A HEROES CONCERT



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April 1, 2017

Multi-platinum selling country music star **Mark Wills** will headline Operation Red River at the Arlington Music Hall in Arlington, TX. With eight top 10 hits to his name including "19 Something," "Wish You Were Here" and "Don't Laugh At Me;" all of which received nominations for Single, Song and Video of the Year by the Country Music Association. In 1998 Wills won the Academy of Country Music's award for Top New Male Vocalist. In 2002, his single "19 Something" spent six consecutive weeks at No. 1, was Billboard's top country hit of the year and was the second most



played song of the decade in 2009. Bringing the Wills' dimension to some of the greatest songs ever written, he's not necessarily become known for being trendy, hip or even on the cutting edge, but rather and simply as a dang good singer! His matchless phrasing, passionate and meaningful delivery and right-on-the money vocals make each and every song he performs come alive. Like a picture perfect painting, Wills' music is a vocal work of art .

Operation Cherrybend 2016



Lonestar



Jared Ashley

OPERATION RED RIVER - FORT WORTH TX SPONSORSHIP OPPORTUNITIES



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TITLE SPONSOR - \$20,000 (1) Available

- ALL-EXPENSES PAID PRIVATE VIP TRIP FOR 2 TO OPERATION CHERRYBEND IN SEPTEMBER 2017. FOR MORE INFORMATION VISIT WWW.OPERATIONCHERRYBEND.ORG
- COMPANY NAME AND LOGO ON ALL EVENT MEDIA MATERIAL
- VENDOR BOOTH IN THE LOBBY OF THE EVENT
- COMPANY NAME AND LOGO ON BANNER AT THE EVENT
- MAIN STAGE BRANDING
- 20 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 20 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 10 PREMIUM FRONT ROW TICKETS
- 20 GENERAL SEAT TICKETS
- 50 COMMEMORATIVE CHALLENGE COINS
- RECOGNITION ON CHALLENGE COINS
- PHOTO OPPORTUNITY
- RECOGNITION FROM STAGE DURING THE EVENT
- RECOGNITION AS THE TITLE SPONSOR ON ADVERTISING



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VIP EXPERIENCE SPONSOR - \$10,000 (2) Available

- COMPANY NAME AND LOGO MENTIONED AS VIP EXPERIENCE SPONSOR
- VENDOR BOOTH AND BRANDING AT THE MEET AND GREET HOSPITALITY ROOM
- COMPANY NAME AND LOGO AT THE EVENT
- MAIN STAGE BRANDING
- 15 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 15 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 6 PREMIUM SECOND ROW TICKETS
- 10 GENERAL SEAT TICKETS
- 31 COMMEMORATIVE CHALLENGE COINS
- PHOTO OPPORTUNITY
- RECOGNITION FROM STAGE DURING THE EVENT



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WARRIOR SPONSOR - \$5000 (4) Available

SPONSOR A COMBAT WOUNDED VETERAN'S TRAINING THROUGH THE ADAPTIVE TRAINING FOUNDATION. WWW.ADAPTIVETRAININGFOUNDATION.ORG

- COMPANY NAME AND LOGO MENTIONED AS ATF WARRIOR EXPERIENCE SPONSOR
- COMPANY NAME AND LOGO AT THE EVENT
- MAIN STAGE BRANDING
- 6 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 6 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 5 PREMIUM TICKETS – WITHIN THE FIRST 4 ROWS
- 10 GENERAL SEAT TICKETS
- 11 COMMEMORATIVE CHALLENGE COINS
- PHOTO OPPORTUNITY
- RECOGNITION FROM STAGE DURING THE EVENT

MEDAL OF HONOR SPONSOR - \$5000 (2) Available

SEATED NEXT TO A MEDAL OF HONOR RECIPIENT

- COMPANY NAME AND LOGO MENTIONED AS THE MEDAL OF HONOR SPONSOR
- COMPANY NAME AND LOGO AT THE EVENT
- MAIN STAGE BRANDING
- 6 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 6 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 5 PREMIUM 5TH ROW TICKETS
- 10 GENERAL SEAT TICKETS
- 11 COMMEMORATIVE CHALLENGE COINS
- PHOTO OPPORTUNITY
- RECOGNITION FROM STAGE DURING THE EVENT



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NAVY CROSS SPONSOR - \$2,500 (6) Available

- 4 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 4 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 4 PREMIUM TICKETS - WITHIN THE FIRST 10 ROWS
- 8 COMMEMORATIVE CHALLENGE COINS
- RECOGNITION FROM THE STAGE AT THE EVENT
- COMPANY NAME AND LOGO ON BANNER IN THEATRE
- COMPANY NAME AND LOGO LISTING AS SPONSOR



SILVER STAR SPONSOR - \$1,000 (10) Available

- 2 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 2 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 2 TICKETS - WITHIN THE FIRST 10 ROWS
- 4 COMMEMORATIVE CHALLENGE COINS
- RECOGNITION FROM THE STAGE AT THE EVENT
- COMPANY NAME AND LOGO LISTING AS SPONSOR



PURPLE HEART SPONSOR - \$500 (20) Available SPONSOR A WOUNDED VETERAN'S TRIP TO OPERATION RED RIVER

- MEET AND GREET WITH YOUR SPONSORED WOUNDED VETERAN
- 2 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 2 TICKETS - WITHIN THE FIRST 15 ROWS
- 2 COMMEMORATIVE CHALLENGE COINS
- COMPANY NAME AND LOGO LISTING AS SPONSOR



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WARRIOR TICKETS

SEATS DONATED TO ACTIVE DUTY AND VETERANS (INCLUDING DISABLED AND COMBAT WOUNDED) OR A COMBINATION OF TICKETS FOR YOUR GROUP AND TICKETS DONATED TO ACTIVE DUTY AND VETERANS). TICKETS ARE DISCOUNTED FROM \$65 PER TICKET TO \$50 PER TICKET.

200 TICKETS- \$10,000

- 8 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 8 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 8 PREMIUM TICKETS – WITHIN THE FIRST 10 ROWS
- 16 COMMEMORATIVE CHALLENGE COINS
- COMPANY NAME AND LOGO LISTING AS SPONSOR

100 TICKETS- \$5,000

- 4 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 4 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 4 PREMIUM TICKETS – WITHIN THE FIRST 10 ROWS
- 8 COMMEMORATIVE CHALLENGE COINS
- COMPANY NAME AND LOGO LISTING AS SPONSOR

50 TICKETS- \$2,500

- 2 VIP MEET AND GREET "MARK WILLS" BEFORE THE SHOW
- 2 VIP PREMIUM TICKETS - INCLUDES OPEN BAR
- 2 PREMIUM TICKETS – WITHIN THE FIRST 10 ROWS
- 4 COMMEMORATIVE CHALLENGE COINS
- COMPANY NAME AND LOGO LISTING AS SPONSOR



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GROUP TICKETS - \$1,000

(Name will appear in program as a sponsor. Tickets are discounted from \$65 each to \$50 each.)

• 20 TICKETS IN GENERAL SEATING. MAY BE TOGETHER OR SEPARATED. PERFECT FOR VETERANS' ORGANIZATIONS, BUSINESSES, CHURCHES, OR OTHER GROUPS.

DONATIONS - (Call or email info@VeteranForces.com)

NET PROCEEDS FROM THIS EVENT GO TO VETERAN FORCES, A 501(c)(3) I.R.S APPROVED CHARITABLE ORGANIZATION. VISIT WWW.VETERANFORCES.COM FOR MORE INFO.



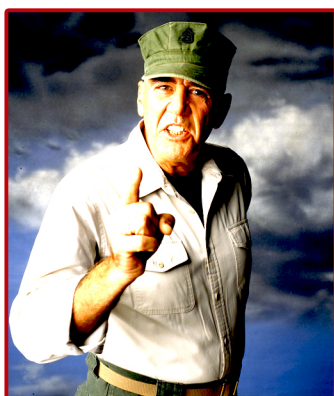
OPERATION RED RIVER - FORT WORTH TX

Special Guests



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SPECIAL GUESTS



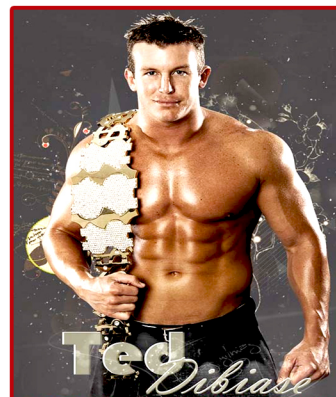
* Scheduled to appear.

"The Gunny", known professionally as R. Lee Ermey*, is an American actor, best known for his role as Gunnery Sergeant Hartman in Full Metal Jacket, which earned him a Golden Globe Award nomination for Best Supporting Actor.

He is a former United States Marine Corps Staff Sergeant and an honorary Gunnery Sergeant; during his tenure in the U.S. Marine Corps, he served as a drill instructor.

Ted" DiBiase Jr. is a retired professional wrestler, best known for his time as the Million Dollar Champion with the WWE. Ted is a third generation professional wrestler. His grandfather "Iron" Mike DiBiase, his grandmother Helen Hild and his father "The Million Dollar Man" Ted DiBiase are all professional wrestlers.

Aside from professional wrestling, DiBiase is also an actor, making his film debut in The Marine 2, a movie that was released on December 29, 2009.



SgtMaj Overstreet



12th Sergeant Major of the Marine Corps

Jared Ashley



Nashville Recording Artist & Navy Veteran

Sal Gonzalez



America's Got Talent Wounded Marine

OPERATION RED RIVER - FORT WORTH TX CONTACTS



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UPCOMING EVENTS



OPERATION CHERRYBEND

Wilmington, OH
September 2017



JEFF KUSS MEMORIAL

Smyrna, TN
TBD