



# Proud to Honor: Bronco Off-Roaddeo

Program Fact Sheet



★ BLUE STAR FAMILIES

# Do Your Part



For Military Families & The Common Defense

[bluestarfam.org](http://bluestarfam.org)

## A Multi-Year, Multi-Faceted Campaign to Improve the Lives of Our Military Families and Bolster Our Common Defense

The latest Blue Star Families Military Family Lifestyle Survey underscores a crucial finding: active-duty military and Veteran families who feel connected to their local community tend to enjoy greater well-being and are more likely to endorse military service.

### **The Blue Star Brand Challenge**

A national — and community — level response is the key to addressing the interlocking issues military and Veteran families are facing. No one individual, organization, or institution can achieve this change alone; this requires a whole-of-society response. Blue Star Families launched its “Do Your Part” Campaign to create a national coalition that aims to strengthen and support our military families while highlighting and upholding iconic American brands who have stepped up in an inspiring way in support of the military and Veteran community.

### **Ford Doing Its Part**

As part of its ongoing commitment to serving and supporting the military community, Ford Motor Company has volunteered to join the newly formed Do Your Part\* coalition, spearheaded by Blue Star Families, and is offering an event designed for military and Veteran families: **Ford Proud to Honor: Bronco Off-Road.**

# Ford Proud to Honor: Bronco Off Rodeo

We're inviting YOUR organization to participate!

## FORD PROUD TO HONOR: BRONCO OFF-ROADEO EXPERIENCE

Oct. 1, 2024 in Austin, TX

Texas Bronco Off-Rodeo Basecamp | Horseshoe Bay



### Ford Program Goal

To help your family create lasting memories and facilitate connections with each other, fostering bonds and bridges that support your military life and beyond.

### Opportunity Includes

- 4-hour Bronco Off-Rodeo Experience led by Veteran trail guides
- Participants can bring up to three immediate family members, a caregiver, or close friends (ages 12+)
- Airfare or mileage credit for travel to/from Horseshoe Bay just outside Austin, TX
- Hotel accommodations at Horseshoe Bay
- Travel Concierge to arrange travel
- Free shuttle available from hotel to Off-Rodeo Basecamp\*

**Each participating MSO/VSO may designate one (1) staff member to attend — they will receive the same accommodations as participants.**

\*Able to support those with disabilities





# VSO and MSO Next Steps



## Blue Star Families' Role

As the operational partner in Ford's Proud to Honor: Bronco Off-Road Pilot, Blue Star Families will engage additional MSOs and VSOs and ensure a true representation of our military family community.

## Next Steps for our VSO and MSO Partners:

1. Identify a staff member point-of-contact for Blue Star Families by sending an email to: Penny Bolden ([pbolden@bluestarfam.org](mailto:pbolden@bluestarfam.org))
  - a. Note: If this POC is not the same staff person who will attend the Off-Road in person, please also provide that staff person's contact information.
2. Following the identification of a point-of-contact, Penny will:
  - a. Respond with an MOU from Blue Star Families, as the operational partner for MSOs/VSOs, for your organization to sign.
  - b. Set up a 1:1 call to determine how your organization will initially identify your nominees.
  - c. Determine the members you will recommend participate.

## By Aug. 30:

1. Identify fully vetted participants/families to Blue Star Families.
2. Reach out to your nominees and provide background and information on the program. We have provided talking points in this Fact Sheet as a guide.
3. If they are able to attend, ensure they complete their registration link by Aug. 30

## By Sept. 13:

1. Blue Star Families will reach out to your organization to confirm that participants are set.
2. Representatives from Ford's Off-Road program, Jackson Dawson, will contact each of your nominees and your designated staff member to begin booking their travel and will share an additional registration link.
3. If needed, Blue Star Families will reach out to your organization for participant recommendations.

## Post Event:

1. If comfortable, Blue Star Families will work with you to share stories about your organization's participation in the event, and your participant's experiences. Platforms could include social media channels, digital media, newsletters, etc.

## Blue Star Contact Information

For more information please contact:

Penny Bolden | Vice President Brand Partnerships | Blue Star Families  
[pbolden@bluestarfam.org](mailto:pbolden@bluestarfam.org) | (858) 699-3027

**MSO And VSO Talking Points:  
Suggested Outreach Messaging For Participants/Nominees**

On October 1, Ford will host military and Veteran families for an amazing **Proud to Honor: Bronco Off-Roadeo** experience just outside of Austin, TX at their Texas Off-Roadeo Basecamp and at Horseshoe Bay Resort.

**Participants and their families will enjoy:**

**A 4-hour Bronco Off-Roadeo Experience for up to 4 family members, a caregiver or close friends (must be aged 12+)**

- Travel to/from Horseshoe Bay Resort in Austin Texas (airfare or mileage credit)
- Hotel accommodations at Horseshoe Bay
- Shuttle service from hotel to Off-Roadeo Basecamp
- Travel assistance through a concierge
- Food and/or meal vouchers

Travel days to/from the resort in Texas will potentially be Monday, September 30 and Wednesday, October 2 so we would require you and/or your family members to be available for that entire period.

If you are willing to be recommended by [insert your organization] for this incredible opportunity, please complete this registration form.

<https://bluestarfam.org/fordexperience/>

Final selections will be made by August 30, and you will be notified either way by a member of our partner organizations, Blue Star Families and Ford Motor Company.