



30 YEARS

1995

TO

2025



Dear Fellow Texan,

The life of a cadet at the United States Military Academy at West Point (USMA) is considerably different from that of most college students. It is a four-year immersion experience designed to produce leaders of character and integrity. Being active duty as well as college students, they must fulfill military obligations, stay in top physical condition and carry a heavy academic load all four years at West Point. After graduation, these cadets must serve at least 5 years in the US Army and 3 in the reserves.

Perhaps most daunting of all for Texas cadets, they must leave behind the best Tex-Mex and barbecue in the entire country!

In support of our native sons and daughters at USMA, currently numbering 430 (out of 4400 total cadets), the West Point Parents' Clubs of Texas host an amazing event every fall after a home football game, called the **Texas Tamale Tailgate (T3)**. For **30 years**, T3 has provided BBQ, tamales, and all the fixins', along with Texas music, decorations and camaraderie, for every Texas cadet and a couple of their luckiest invited friends. This all-volunteer, privately funded effort serves up an incredible taste of home and typically serves more than 500 cadets from all over the USA. West Point recognizes T3 as one of the premier volunteer-supported events in the lives of the cadets at the Academy. This kind of service to cadets is part of why our Parent Club has once again been awarded the distinction of being a West Point Distinguished Parent Club.

As you can imagine, putting on T3 is an ambitious mission that we couldn't possibly accomplish without the support of fellow Texans. As parents, we are fiercely proud of our cadets, but as Texans, we are just as proud of the incredible support we have received from iconic Texas companies that have stepped up to let our cadets know the Lone Star State appreciates what they are doing for our country. **There is no event like T3 at West Point simply because no other state can match the spirit and pride of Texas!**

With your support, our Club can continue to honor all the Texas Cadets and their classmates with a few hours respite from the rigors of West Point. Each year more than 100 volunteers organize and work the tailgate, but we cannot make this event a reality without generous financial contributions from Texans like you. In the past, we have also been very fortunate to have the support of in-kind donations from HEB, Buc-ee's, Southwest Airlines, Texas Tamale Company, Shiner Beer, Whataburger, Arriba Foods, Goode Company, The Houston Texans, Houston Astros, Houston Rockets, Dallas Mavericks and Dallas Cowboys. **We hope you will join our generous sponsors and support this year's event scheduled for September 20th, right after the home game against University of North Texas.**

Help us make our **30th year anniversary event** memorable for West Point cadets as we take a little Texas up to West Point and give back to our country's future Army Officers. Please refer to the sponsorship levels attachment for more information. Our 2025 budget for T3 is approximately \$40,000. Funds raised over and above the cost of T3 will also benefit cadets through a donation to the Margin of Excellence program run by West Point's Association of Graduates (AOG). The Margin of Excellence program provides academic development opportunities to supplement the basic elements provided for with Federal dollars. If you have any questions, please contact us. We greatly appreciate your consideration and support of our military.

Skip and Aeri York

2025 T3 Chairs

West Point Parents' Club of Greater Houston

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HONORING OUR MILITARY

30th Anniversary

of

The Texas Tamale Tailgate at West Point

THE STORY



This is the story of how Texas volunteers and companies rally every year to bring a piece of the Lone Star State to West Point cadets.

In 1995, Cadet Powell made a call home from West Point to his dad 1,400 miles away in Texas to deliver the dire news. He wasn't failing classes. He didn't have frostbite (yet). He didn't need money. But he was ailing from something without a simple cure. He was suffering from an acute lack of Tex-Mex.

“Dad,” he said. “We’re starving for tamales up here.”

Doug Powell then did what any true Texan would do for his son stationed in faraway upstate New York. He packed 80 dozen tamales in dry ice and headed for the airport. When he told a representative from the airline what he was shipping to his son and why, the representative (no doubt a native Texan as well) immediately understood the seriousness of the situation. “Just put ‘em in the plane,” he said. No charge, no further explanation needed. That very first tamale shipment from Texas was delivered to cadets under a tent on Buffalo Soldier Field at West Point, near the historic Thayer Hotel.

From that original mission of culinary mercy, the Texas Tamale Tailgate was born. Now commonly called T3, the transport of Tex-Mex and barbecue from Texas to West Point is an annual post-football game event hosted by Texas parents for Texas cadets and their fortunate friends. It has evolved into one of the largest, most significant events that the combined West Point parents' clubs of Texas host, with planning and preparation undertaken throughout the year. Housed in the '49er Lodge (an amazing gift from the West Point class of 1949 to the United States Military Academy) a short walk from Michie Stadium, T3 has drawn a steady stream of cadets seeking a taste of home one Saturday afternoon every fall since 2002.

Thanks to the incredible generosity of big-hearted companies looking out for the well-being of the state's native sons and daughters at West Point, the event has grown to serve upwards of 600 cadets and guests, and virtually everything needed for this Texas-sized party is donated free of charge. From one dad answering the call, an army of volunteers and iconic Texas companies and sports teams now join forces to let cadets from Houston to Dallas and from El Paso to Beaumont know that even though they are 1,400 miles away, Texas remembers them and is proud of everything they are doing for our country.



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Corporate Sponsorship Opportunities

Platinum Title Sponsor (1 available): \$10,000+

Gold: \$5000

Silver: \$2500

Bronze: \$1000

Sponsorship Levels	Title Sponsor	Gold	Silver	Bronze
Recognition in signage and promotions as: "T3 presented by"	✓			
Reserved table for 8 guests	✓			
Football Tickets	4	2		
T3 Swag Basket	✓	✓		
T-Shirt Name Recognition	✓	✓	✓	
Recognition in Company-Specific Social Media Video	✓	✓	✓	
Recognition on Website	✓	✓	✓	✓
Company Name to be displayed prominently at event	✓	✓	✓	✓
Table Sign	✓	✓	✓	✓
Appreciation Plaque	✓	✓	✓	✓

Platinum Title sponsor level applies to monetary donations only. All other sponsorship levels apply to both monetary and in-kind donations. We are happy to discuss additional opportunities and customize recognition benefits to suit the specific needs and situation of our sponsors.