



**OPERATION VET NOW INC.**

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**Dedicated to Honoring Our Heroes & their Families**

**Ambassador Athlete  
Initiative**





# **ORGANIZATIONAL OVERVIEW**

# MISSION STATEMENT

*Honor our heroes that never made it home, and to be there for all who did. Supporting every warrior who served, by reaching out and creating connections to life changing and sustainable programs focused on improving mental and physical wellness.*

## OUR VISION

*A dedicated Veterans organization, focused on U.S. Combat Veterans post service needs. Supporting life changing services, dedicated to improve the wellness of every Veteran we encounter...Heal our heroes' souls!*



Meeting Veteran's NEEED'S

Through Endless OPPORTUNITIES

To Their Overall WELLNESS



# What The “NOW”

## In Operation Vet NOW

### **NEEEDS**

- Veterans need connection before crisis
- Veterans need the right fit in care, community, and support
- Veterans need outreach they can relate to and trust
- Veterans need people and organizations willing to act now, not later

### **Opportunities**

- Meet Veterans where they already are — sports, music, events, and community
- Create connection through shared interests and real relationships
- Reach Veterans who may not engage with traditional programs
- Turn first contact into a pathway toward support and belonging

### **Wellness**

- Promote long-term connection to the right care and programming
- Support solutions focused on purpose, trust, and outcomes
- Expand access to local and national support networks
- Help Veterans move from isolation to engagement

*“The ‘NOW’ means we don’t wait for crisis — we act now to create connection, support, and purpose.”*



# 2026 FOCUS: PREVENTION BEFORE CRISIS

**Meet Veterans where they are — connect them before they need intervention**

- **What This Means**

- Shift from awareness → action
- Show up in sports, music, and real-world environments
- Create genuine connection through shared experience
- Help Veterans take a next step — not just hear a message

*“Connection is the mission.”*





# HOW WE EXECUTE

## How We Win in 2026

- **ENGAGE**
  - Start conversations through competition, events, and community
- **CONNECT**
  - Build trust through shared experience
- **DIRECT**
  - Guide Veterans to OVN, events, and trusted resources
- **FOLLOW THROUGH**
  - Stay engaged — don't let the connection stop there

*Awareness alone doesn't change outcomes — connection does.*



# Four Focused Projects

## **OUTREACH – VETERANS VILLAGE**

- Front-door engagement at live events — meeting Veterans where they already are
- Connect Veterans to trusted organizations, resources, and peer support
- Expand through digital tools (Vet Front Door) + live event registration
- Introduce, connect, and engage thousands of Veterans annually

## **FALLEN HEROES TRIBUTE PROJECT**

- Honor service members killed in action or from service-related causes
- Integrated into sports, music, and community events nationwide
- Work directly with Gold Star families and military units
- Over 500+ Fallen Heroes honored since 2018

## **AMBASSADOR ATHLETE PROJECT**

- 70+ Veteran athletes across 20+ sports serving as peer connectors
- Use competition to build purpose, identity, and community
- Create real-world opportunities for Veterans to engage and belong
- Serve as the bridge between Veterans and OVN programs/resources

## **TASK FORCE ROCK (MUSIC)**

- Veteran & first responder band using music as a connection tool
- Engages Veterans through live performances and shared experiences
- Creates another entry point for connection outside traditional channels
- Expanding into events, festivals, and outreach platforms



# Key Issues OVN is Addressing

- High suicide rate among veterans – over 17 per day nationwide
  - Connection to PTS, TBI Transitional & Combat Stress issues (*Does not mean direct combat only*)
- Reaching the Veterans who are suffering before it's too late – Go to them!
- Community understanding and relationship building with Veterans
- Numerous Non-Profit organizations – reduce confusion on help
- Connecting Veterans to “right-fit” support programs
- Maximize the connection to care/support through outreach
- Reaching Veterans in sports and get more engaged in sports and activities!



**AMBASSADOR ATHLETES INITIATIVE**



# WHAT IS AN OVN AMBASSADOR ATHLETE

## Ambassador Athletes Are:

- Veterans, active service members, or Gold Star family members
- Individuals with personal experience or understanding of the challenges Veterans face
- Active competitors in organized sports, leagues, or sanctioned events

## What They Do:

- Use their platform to connect Veterans through sport and shared experience
- Represent and carry the OVN mission in real-world environments
- Help Veterans discover opportunities, community, and support

## What Matters Most:

- A genuine commitment to helping fellow Veterans
- Leading through action, connection, and example
- A willingness to be there when it matters

*“It’s not about being the best athlete — it’s about making the biggest impact.”*





# THE ROLE AS AMBASSADOR

## Your Role

- Be the bridge between Veterans and OVN
- Use your platform to create connection opportunities
- Represent through action, not just messaging
- Help Veterans find their next mission

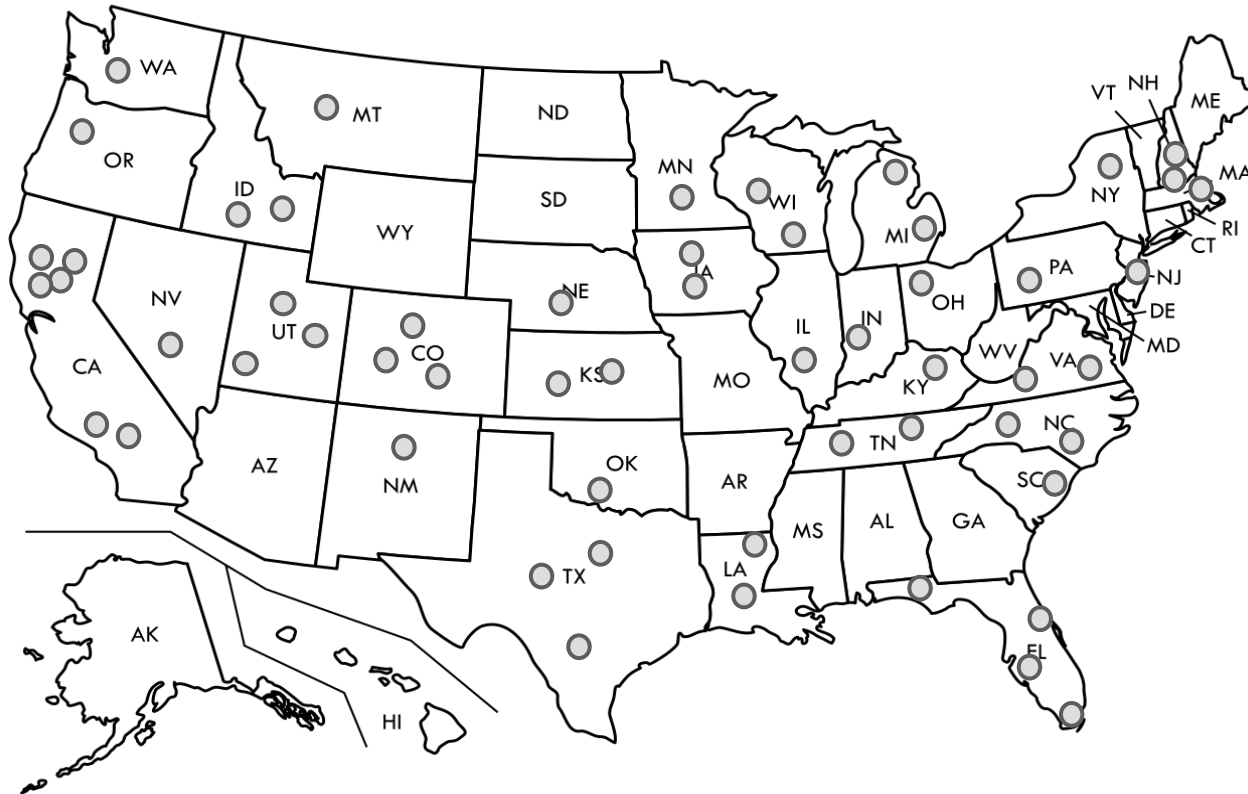
## What Success Looks Like

- A Veteran shows up to something because of you
- A conversation turns into a connection
- A connection turns into continued engagement



# AMBASSADOR ATHLETES LOCATIONS

## Athlete Locations

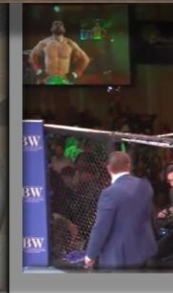


## • Sports

- MMA – 3
- Boxing - 1
- Jui-Jitsu – 10
- Taekwondo - 1
- Motocross - 24
- Enduro - 2
- Car Racing – 4
- Body Building - 1
- Bull Riding/Rodeo – 3
- Bronco/Rodeo – 1
- Barrel Racing/Rodeo
- Bull Fighter - 1
- Triathlete - 2
- Snowmobiles/Snocross/Snowbikes – 3
- Competition Shooting – 8
- Ultra-Marathon/Marathon/ Runner – 3
- Cycling – 2
- CrossFit – 2
- Esports – 1
- Pickleball – 2
- Strongman – 2
- Skateboarding - 1
- Grand Prix Motorcycle Racing – 1
- Tactical Games – 1
- Olympic Weightlifting – 2



*#BeThereforOurVeterans*



# ATHLETES IN ACTION

<https://opvetnow.org/ambassador-athletes>

# EXAMPLE PRINT PROMOTIONS

**OVN**  
OPERATION VET NOW

## #BETHERE

JOIN OVN, ANSOIL CHAMPIONSHIP SNOCROSS, AND J&Z PRO SNOW BIKE JACQUIE RIESS IN OUR EFFORTS TO REACH OUT AND STAY CONNECTED TO THE VETERAN IN YOUR LIFE.

MORE INFO AT [BETHEREFORVETERANS.COM](http://BETHEREFORVETERANS.COM)

*JR 27*

## BE THERE FOR OUR VETERANS

Our service members experience many stressful situations while serving our country, and the challenges they face don't end when they come home. Being there for our Veterans is vital to their well-being, something as easy as a text, phone call, direct message (DM), email, or even a visit can make a world of difference.

**OVN VETERANS VILLAGE**

Visit the OVN Veterans Village experience and learn more about the help & support available to veterans/active military and their families

**OVN FALLEN HEROES TRIBUTE**

**Tribute To Female Service Members KIA**

**J&Z**

Jackie Riess, #27 Snow Bike Pro-Class

**Tribute To US Air Force TACP's KIA**

**SCHURING** **TACP**

#8 Hunter Patenaude @ #43 Logan Christian, Snocross Pro-Class

**Veterans Crisis Line**  
1-800-375-5283

[www.opvetnow.org](http://www.opvetnow.org) Operation Vet NOW Inc. is an all-volunteer organization dedicated to honoring and supporting our veterans

## OVN FALLEN HEROES TRIBUTE PROJECT

**MILITARY TRIBUTE**

In the 2019/20 Snocross Championship season, OVN has teamed up with Schuring Speed Sports to pay tribute to those that have paid the ultimate sacrifice for America's Freedom. Follow Lemieux #13 & Patenaude #208 as they carry the name of a fallen hero on their sleds at every race this season as a special tribute to their service to America.

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

**OVN VETERANS VILLAGE AT THESE THREE RACES**

384 JAN | Finland Snocross Nationals, Shakopee, MN  
21&22 FEB | Seneca Allegany Snocross Nationals, Salamanca, NY  
20-22 MAR | Ram Trucks Grand Snocross Finale

Visit the OVN Veterans Village experience and learn more about the help & support available to veterans and their families!

ad designed by [www.opvetnow.org](http://www.opvetnow.org)

Duluth	Forgo	Dubuque	Deadwood	Geneva
Shakopee	Salamanca	Grand Rapids	Shakopee	Shakopee



# PROGRAM GOALS & OBJECTIVES

- **Prioritize your own growth** — physically, mentally, and in your sport
- **Grow your platform as an athlete** — expand your reach and influence
- **Lead by example** — your progress creates connection and inspires others
- **Create connection** — not just awareness
- **Engage Veterans** through shared experience and competition
- **Guide to next steps** (events, programs, resources)
- **Follow through** — keep them connected

*“As you grow, others follow — that’s how connection spreads.”*



# THE PARTNERSHIP

## OVN to Ambassador Athlete

- Increase your visibility and reach
- Provide media, branding, and promotion support
- Assist with sponsorship connections when possible
- Offer limited support resources (team apparel, equip., competition fees, etc..)

## Ambassador to OVN

- Help build and grow your platform in your sport
- Represent OVN through competition and community
- Share your story and create connection
- Engage Veterans through real-world experiences

## ***TOGETHER***

*Your growth creates visibility - That visibility creates connection - That connection changes lives.*



# WORKING TOGETHER – MOVING FORWARD

## THE PARTNERSHIP

- A simple, focused partnership between you and OVN
- Clear expectations on both sides
- Built to support you as an athlete, a Veteran, and part of the mission

## WHAT THIS LOOKS LIKE

- Show up as you are — in your sport and your community
- Participate in interviews and opportunities when available (Optional)
- Represent OVN when it fits naturally (*apparel, events, social*)
- Share the message and help create connection when the moment is there

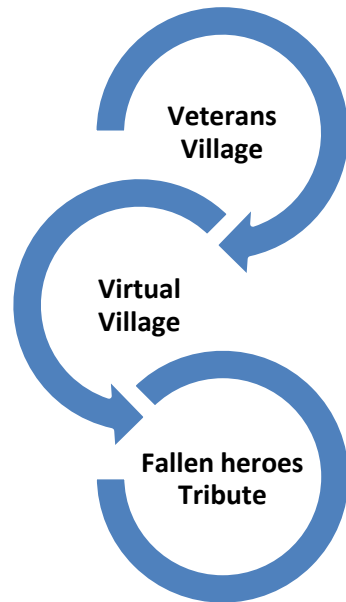
## ABOUT OVN

- Registered 501(c)(3) nonprofit organization
- Operated by 100% volunteers

*“This is simple — grow your path, represent when it fits, and help another Veteran when the opportunity is there.”*

# THE AMBASSADOR MODEL

## OVN Outreach Network



### Athletic Community

- Fans
- Competitors
- Team Mates



### Gold Star & Veteran Families Community



### Veteran Community

- General Population
- Past units
- Branch
- Career Fields