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They promised to defend. We promise to support.

THE OHT BRIEFING

Greetings!

IT'S HERE!!!!

What's here you ask? The Colosseum OHT Apparel Collection on Fanatics has arrived, that's what. Even though you will see a sample of what the apparel looks like below, I wanted to take a minute to thank everyone involved in this process to bring it to reality. It has been a year since we sat in the Fanatics offices in Jacksonville and listened to how big this program could be. Listened to "We want to do this with YOU, OHT, because you have an established brand, we love that a portion of every sale goes back to supporting our military, we love the work you're doing to fill some critical gaps in care for our wounded and recovering service members and veterans and we believe a "Salute to Service" type program in College will be extremely successful."



We heard about how Colosseum and Fanatics were going to make a major commitment to this program resulting in OHT being able to help more veterans in need. And we knew then we had to do this partnership.

Fast forward to today after our teams worked VERY hard and VERY long to make this program become reality. Everything, and I mean everything, that was promised has been delivered and in fact, apparel has been delivered early. When does that ever happen?

120 universities are part of this first year program and the collection is simply sensational! By the time you read this, all apparel will be on Fanatics.com on university specific pages. Some 1500+ items will be there in total so you can imagine

how big this will be!!!! Significant marketing/promotion will be done in October and November so I highly encourage you to buy right away as we expect most items to SELL OUT.

Many of our other licensees will now have products on Fanatics as well, as a result of trying to get as many licensees as possible on one site. We anticipate '47 will add headwear to complement the Colosseum apparel line in the near future as well.

Thanks again to everyone for their belief in OHT. We appreciate it more than you know.

Remember to #neverforget and that #OHTcamohelps. If you don't see OHT on your merchandise or product, then most likely there is NO giveback.

My very best,

Dot
President/Founder, Operation Hat Trick

How do you and your friends get on the mailing list? Simply click the button below, go to the [Operation Hat Trick Facebook page](#) and click [Join My List](#) , or text OHTBriefing to 22828 on your phone.

[Sign me up!](#)

Virginia Tech Hosts Military Appreciation Game



The Virginia Tech Hokies Football Team hosted their Military Appreciation Game on September 14. Along with product and social media pieces, the Hokies hosted a veteran's tailgate reception prior to the game, and had several in-stadium announcements and graphics to promote OHT. They also created a terrific video celebrating the Virginia Tech and OHT partnership, [take a look](#) !



A few of the Virginia Tech - OHT items are pictured above. These items and more can be purchased

SPOTLIGHT: ALLIES IN BUSINESS

Corporate partnerships and support are critical to the success of Operation Hat Trick. They add a new perspective and involve employees in the caring of our veterans in need.

Wilcox Industries Corp. Sponsors Third Annual Portsmouth, NH Pops Extravaganza and Art Competition for OHT Hat Design

Each year, Wilcox Industries sponsors an art competition to promote the Portsmouth, NH Pops Extravaganza. Entrants are asked to design a logo themed to support the veteran community. The design criteria for this competition is to highlight patriotism, Portsmouth, and to raise awareness of our veteran's needs.

The 2019 winning design, pictured at right, features the OHT logo on the side of the hat. All proceeds from the sales of these hats are donated by Wilcox to OHT. Thanks to all those that purchased the caps and Wilcox Industries for their support!



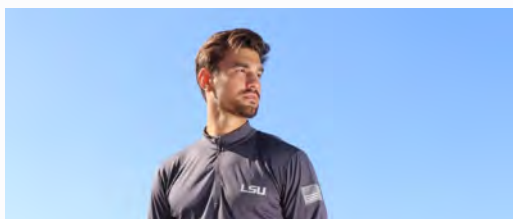
LICENSEE SPOTLIGHT

Fanatics Launches OHT product line from Colosseum

In the next few weeks, you will be able to see OHT product on University store pages across Fanatics' site. This initial launch will make more product available for consumers in time for Veterans Day. Product can also be found at <https://www.operationhattrickfanatics.com/> .

"We're ecstatic to be launching our first large-scale collegiate Operation Hat Trick branded collection of products across the Fanatics network. Over the years our Fanatics customers have shown tremendous interest in school merchandise inspired to support U.S. military and patriotism. Partnering with a first class 501(c)3 organization like Operation Hat Trick and Colosseum – our outstanding collegiate licensed apparel manufacturer – to offer amazing product that directly contributes to OHT's cause made too much sense for all of us. I can't wait to see how well fans respond to the product and the Operation Hat Trick mission this Fall and for years to come."

- Greg Archer, DMM of NCAA Apparel for Fanatics





OUR IMPACT: Alaska Warrior Hockey Program

One of the many things that makes OHT unique is the ability to empower and financially support amazing organizations providing critical services and support to our service members and veterans. In fact, we support dozens of federally recognized 501c3 organizations as an essential part of our military support mission. We vet and seek out sometimes smaller and early stage 501c3 organizations because one of our commitments is to fill gaps in care for our injured and recovering heroes – smaller and start up 501c3 organizations often focus on niche yet critical areas of care and support.



Through a former University of New Hampshire Hockey Captain and business owner in Alaska, Carrie Jokiel, OHT was recommended to the Alaska Warriors Hockey program to reach out and help their team. The donations made to their team have helped get more veterans on the ice with their team over the past two years.



OHT QUIZ: WIN AN OHT HAT!



If you've gotten this far, you're well prepared to ace the OHT quiz and get entered into a drawing to win a cool OHT hat! Just click the button below to access our quiz; complete the quiz and you will be entered into a drawing to win this cool OHT hat pictured at left! Complete the quiz by October 3rd in order to be entered into the drawing. Good luck!

[Take OHT quiz!](#)

To learn more about how you can get involved with Operation Hat Trick to support our service members in need, please visit our Website.

[Go to OperationHatTrick.org](https://OperationHatTrick.org)

