

The BCS Salvation Army is pleased to announce that our 15th Annual Doing the Most Good Luncheon will be held at The Brazos Center on Thursday, May 21, 2026. Our keynote speaker will be The Honorable John B. Sherman '92, Dean of The Bush School of Government and Public Service. With over 30 years of service to our country in numerous high-level Defense, Intelligence, and White House roles, we are looking forward to hearing about Dean Sherman's experiences and his perspective on a life spent in service to others. We are also excited to honor Louis Newman III for his lifetime of advocacy, service, and support of The Salvation Army of the Bryan/College Station Community.



Thanks to your support, The Salvation Army provides gifts and basic needed items at Christmas to thousands of children through the Angel Tree program.

"We love coming to The Salvation Army! They help us with homework at the tutoring program every week."



"I don't know what I would do without the food box from The Salvation Army. It's such a big help."



"I didn't know how I was going to pay my rent. The Salvation Army took care of that so I could get back on my feet. I am so thankful they helped my kids and me."



We provide clothing to individuals and families who may just need that hand up during a difficult time.



We look forward to you joining us at the luncheon as we seek to share stories that will inspire you about the basis of everything we strive to do at The Salvation Army by being Passionate, Compassionate, Uplifting, Brave, and Trustworthy. We hope you will consider becoming a sponsor this year. With your support, we can continue to live out those core values and impact families by being the hands and feet of Christ in our local community.

- Captains Luis & Marianne Villanueva

THE SALVATION ARMY – BRYAN/COLLEGE STATION

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IN 2025, WE PROVIDED:



10,757

people & **4,764** families received food assistance



250

meals provided during disaster response



183

families with utility assistance



64

hygiene kits



142

families with rental assistance



2,200

children with gifts through our Angel Tree



16,930

clothing items to families in need



25

children participated in the weekly tutoring program



Worship Services Open to All



30

students went back-to-school shopping



170

kids served during summer outreach mobile VBS including **170** meals



350

backpacks and school supplies to local children in need



12

scholarships for local youth to attend Camp Hoblitzelle

PATHWAY OF HOPE

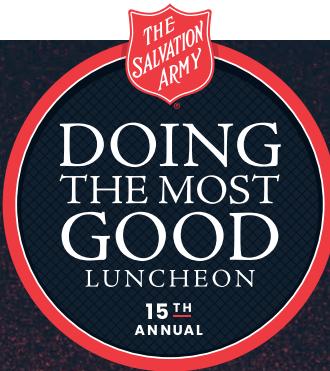
10

families with case management through Pathway of Hope program



**THE SALVATION ARMY
OF BRYAN COLLEGE STATION CORPS**

2506 Cavitt Ave, Bryan, TX 77801
(979)361-0618



KEYNOTE SPEAKER

John Sherman



The Honorable John B. Sherman '92 became Dean of the Bush School of Government and Public Service on August 1, 2024. Prior to that, he served for 30 years in various national security roles in the US Army, Central Intelligence Agency, National Geospatial-Intelligence Agency, Office of the Director of National Intelligence, and Department of Defense. His last assignments were in technology leadership roles as the Chief Information Officer (CIO) for the US Intelligence Community (appointed by President Trump) and as CIO for the Department of Defense (appointed by President Biden and confirmed by the US Senate). In both roles, he led major changes in areas like cloud computing, cybersecurity, digital workforce management, and warfighting command, control, and communications.

Dean Sherman's favorite job in the Intelligence Community was tracking Iraq's military on satellite imagery in the late 90s. He also had the opportunity to serve in the White House Situation Room, where he was on duty on 9/11, and he's served with some great Americans across a range of other assignments from open-source intelligence to

overhead imagery collection to international affairs, and many others along the way.

Dean Sherman has won the CIA's Intelligence Medal of Merit and the Presidential Rank Award at both the Distinguished and Meritorious levels. He graduated from Texas A&M with a BA in History in 1992, where he was Distinguished Military Graduate and a member of the Fightin' Texas Aggie Corps of Cadets. He also served as Corps Commander his senior year. Dean Sherman later earned a Master of Public Administration from University of Houston, and he served early in his career as an Army Air Defense Artillery Officer.

He is married to Liz Tisch Sherman '91, who is retired from the CIA and currently serves as an Associate Professor of Practice at the Bush School. They have two grown children who are in public service as a prosecutor and social worker.

Both Dean and Ms. Sherman are honored to help prepare the next generation of public servants who embody the ethos, character, and integrity of President George H.W. Bush.

SPONSORSHIP OPPORTUNITIES



THE SALVATION ARMY
BRYAN - COLLEGE STATION

PRESENTING SPONSOR \$25,000

- Two tables of 8 - VIP Seating
- Prominent program recognition
- Recognition in all year-round publicity
- Four reserved parking spots at The Brazos Center
- Name/Logo in banquet slide show & event program
- Right of first refusal to be next year's presenting sponsor
- Lead recognition as the **Presenting Sponsor** on The Salvation Army Bryan/College Station website and all social media
- Name on Kettle Bells Recognition
- 16 Complimentary Raffle Tickets

LIVE AUCTION SPONSOR \$15,000+

- Table of 8 - VIP Seating
- Your donation will act as a match for up to \$15,000 for the live auction and will be promoted as such
- Recognition in all event publicity
- Name/Logo in banquet slide show & event program
- Three reserved parking spots at The Brazos Center
- Recognition on Kettle Bells
- Recognition as the **Live Auction Sponsor** on Bryan/College Station website and all social media
- 12 Complimentary Raffle Tickets

DIAMOND SPONSOR \$10,000+

- Table of 8 – Priority Seating
- Recognition in all event publicity
- Two reserved parking spots at The Brazos Center
- Name/Logo in event slide show & event program
- Recognition as a **Diamond Sponsor** on The Salvation Army Bryan/College Station website and all social media
- 8 Complimentary Raffle Tickets

GOLD SPONSOR \$5,000+

- Table of 8 – Priority Seating
- Recognition in all event publicity
- One reserved parking spot at The Brazos Center
- Name/Logo in event program
- Recognition as a **Gold Sponsor** on The Salvation Army Bryan/College Station website and all social media

SILVER SPONSOR \$2,500+

- Table of 8
- Recognition in all event publicity
- Name/Logo in event program
- Recognition as a **Silver Sponsor** on The Salvation Army Bryan/College Station website and all social media

BRONZE SPONSOR \$1,250+

- Table of 8
- Recognition in all **post** event publicity
- Name/logo in event program
- Recognition as a **Bronze Sponsor** on The Salvation Army Bryan/College Station website and all social media

FRIEND \$750+ LIMITED AVAILABILITY

- Seating for 4 at shared table
- Recognition at Luncheon

INDIVIDUAL TICKET \$150

ALL attendees welcome at Meet & Greet Reception for Dean Sherman

SPONSORSHIP
REGISTRATION



THE SALVATION ARMY
BRYAN – COLLEGE STATION

TABLE SEATING FOR 8

Please provide the full names of each guest.

Guest Name

TABLE SEATING FOR 4

Please provide the full names of each guest.

FRIEND LEVEL ONLY

Guest Name

Guest Name

Guest Name

Guest Name