Darkhorse Benefits & Tempur-Sealy Partnership



Darkhorse Benefits (501c3) focuses on the outreach, training, integration, and placement of veterans into leading US companies that value not only their service to country but what they bring to the commerce market. Darkhorse specifically focuses on placing SOF warriors into careers with comparable pay and skill level requirements by showing companies how SOF training translates into business acumen without a degree or prior business experience.

The focus of Darkhorse is not simply getting these men a job, but a career worthy of their sacrifice, experience, and ability. Plenty of organizations want to take these warriors to ball games, dinners and other fun events, but what they really want - and need - are career opportunities.

TEMPUR + SEALY

This opportunity would not be possible without the support of Tempur-Sealy.

- Over the course of 3 years, they pledged to hire 300 SOF warriors into management positions by waiving the Bachelors degree and 4 years of business experience requirements.
- They are working with SOF units to donate over 150 of their highest quality mattresses to active Operators, that have sustained orthopedic or other injuries, to assist in rest and recovery to return to their SOF career.
- Tempur-Sealy is also dedicated to raising awareness and highlighting the capabilities of SOF war fighters to targeted industries to continue the career placement goals year after year.

Overall this Fortune 500 company has committed \$1.25 million in donations and support.

Contact Primer at 480-666-0772 or Info@PrimerStrategy.com for more information