



2027

PARTNERSHIP OPPORTUNITIES

HONOR. CHALLENGE. LEGACY.

THE REASON BEHIND FROGMAN

Frogman was created by the Campbell family in 2012 to honor SOC (SEAL) Christopher Campbell and carry forward his final wish.

Chris lost his life during Operation Enduring Freedom in Afghanistan when a CH-47 Chinook helicopter, call sign Extortion 17, in which he and 30 other Americans were riding, was shot down on August 6, 2011.

The mission remains personal: honor Chris and his teammates, support combat-wounded veterans, and keep his love of bowhunting and the outdoors alive.





BUILT FROM A LOVE OF BOWHUNTING

THE ORIGINAL FROGMAN EXPERIENCE

The 3D Bowhunters Challenge came first. It was built around Chris' love of bowhunting and the outdoors, creating a challenging course where every arrow carries a deeper purpose.

Rugged terrain.

Lifelike 3D targets.

Real hunting-style angles.

31 memorial targets honoring the heroes of Extortion 17.



MORE WAYS TO CARRY THE LEGACY

ONE MISSION, MORE WAYS TO PARTICIPATE

3D BOWHUNTERS CHALLENGE

The heart and origin of Frogman.

5K TRAIL RUN

Added so more people could take part in the mission.

2026 EVENT SNAPSHOT

ONE EVENT. ONE COMMUNITY. ONE LEGACY.

700+

PARTICIPANTS

500+

RUNNERS

180+

ARCHERS

31

MEMORIAL TARGETS

"A regional draw with out-of-town attendance, a vendor village, on-site engagement, and mission-driven storytelling that resonates across military, outdoor, veteran, and local communities."

2026 PROMOTIONAL REACH

REGIONAL MARKETING CAMPAIGN

Frogman was supported by a comprehensive multi-channel campaign reaching outdoor enthusiasts throughout North Carolina, Virginia, and South Carolina.

459K+

PAID DIGITAL IMPRESSIONS

675K+

FACEBOOK VIDEO VIEWS

13K+

DIGITAL AD CLICKS

3,119

WEBSITE VISITS*

2,646

UNIQUE WEBSITE USERS*

1,388

FACEBOOK EVENT RESPONSES

89 Google Search conversions • 76 YouTube conversions • \$25,363 radio airtime value • TV coverage by WCTI, WNCT & WITN

*New event website launched January 2026, just ahead of the March 2026 event.

MORE THAN A LOGO

PARTNERSHIP VALUE

Your partnership becomes part of the story before, during, and after event day.

- ✓ Dedicated event website visibility
- ✓ Paid digital advertising exposure
- ✓ Social media and email campaigns
- ✓ Retargeting that extends sponsor reach
- ✓ On-site branding, signage, and announcements

"This is not just event exposure. It is a multi-channel campaign tied to a mission people remember."

EXCLUSIVE OPPORTUNITY

TITLE SPONSOR \$8,000

"[Your Company Name] Frogman Challenge"

SOLD

- Exclusive naming rights to the event
- Category exclusivity
- **Premier logo placement across event materials, including event shirt, bibs, armbands, and medal ribbon
- Logo included in paid advertising campaign
- Website homepage feature, top placement
- Featured email newsletter spotlight
- Dedicated social media feature
- On-site speaking opportunity & recognition
- Four premium banner placements
- Premium vendor booth placement
- Participant packet insert opportunity
- Eight event entries

*Banners supplied by sponsor.
**Some print materials may be omitted if sponsorship confirmation date is after print deadline

LEAD THE LEGACY

PREMIER PARTNERSHIP LEVELS

PRESENTING SPONSOR \$5,000	WARRIOR SPONSOR \$2,500
Prominent logo placement on event materials, to include event shirt, bibs, and armband	Logo on event signage and materials
Inclusion in paid advertising campaigns	Logo on participant T-shirts
Website sponsor page feature	Website sponsor listing
Dedicated social media post	Email newsletter feature
Email newsletter inclusion	Dedicated social media post
*Four banner placements	*Two banner placements
Participant packet insert opportunity	Participant packet insert opportunity
Vendor booth + choice of eight archery or 5K event entries	Vendor booth + choice of eight archery or 5K event entries

*Banners supplied by sponsor.

FIND YOUR PLACE IN THE LEGACY

ACCESSIBLE WAYS TO JOIN THE MISSION

TRIDENT SPONSOR

\$1,000

Logo on event signage

Logo on participant T-shirts

Website sponsor listing

Group social media recognition

Vendor booth

Packet insert opportunity

*One banner placement

Choice of four archery or 5K event entries

HOOYAH SPONSOR

\$500

Name/logo on event signage

Standard vendor booth placement

Packet insert opportunity

Group social media recognition

Target sponsor signage

Choice of two archery or 5K event entries

*Banners supplied by sponsor.

A PARTNERSHIP WITH A NAME AND A STORY

31 HEROES. 31 TARGETS. NEVER FORGOTTEN.

MEMORIAL TARGET SPONSOR — **\$250**

Sponsor one of the 31 memorial targets honoring the heroes of Extortion 17. Your company name or logo is displayed alongside a hero's name on the course, with recognition on the event website.

SIGN 1 — HERO / TARGET

TITLE SPONSOR

TARGET

31



IN MEMORY OF • SOC (SEAL)

Christopher G. Campbell

NEVER FORGOTTEN

BOWHUNTERS COURSE

FROGMAN CHALLENGE presented by: SPONSOR

There are a total of 31 targets.

SIGN 2 — TARGET SPONSOR. Logo Placement Example Only



We solicit individual target sponsor for each of the 31 heroes. Sign 1 is placed on the left and sign 2 on the right of the shooting lane.



BECOME PART OF THE LEGACY.

Partner with Frogman Challenge 2027 and help carry forward Chris Campbell's wish, honor the heroes of Extortion 17, and support combat-wounded veterans through a community rooted in the outdoors.

CONTACT

Scott Smith

scott@josc-nc.com | 910-347-3141

frogmanbowhunterschallenge.com

LONG LIVE THE BROTHERHOOD