



# SPONSORSHIP MEDIA KIT

MLB Legends & American Heroes United  
for a Weekend of Impact

**March 20-21, 2026 | Sunrise, FL & Miami, FL**





# EXECUTIVE SUMMARY



The Shell Tech **Legends & Heroes Shootout** is an exclusive, invitation-only charity event uniting MLB legends, U.S. military veterans, firearms industry leaders, and premium brand partners for two unforgettable days of purpose-driven experiences.

Designed for brands that value patriotism, performance, and purpose, the Shootout delivers high-impact visibility, elite networking, and authentic storytelling opportunities—while directly funding life-changing support for America's heroes.

## FUNDRAISING MISSION

Raise **\$50,000+** to fully fund a trained **service dog** for a Navy SEAL, with net proceeds split equally between K9 Heroes 4 Heroes and the Navy SEAL Foundation.



# WHY SPONSOR THE LEGENDS & HEROES SHOOTOUT

Sponsorship is **more than logo placement**—it's a strategic brand amplification opportunity aligned with elite athletes, respected veteran organizations, and national media coverage.



## SPONSOR VALUE HIGHLIGHTS

### ★ National PR & Industry Media Exposure

Sponsors are featured across multiple press releases distributed via:

- PRNewswire
- The Tactical Wire
- The Outdoor Wire
- The Shooting Wire
- Additional regional and industry media outlets

### ★ Elite Networking Access

- Exclusive opportunities to mingle with MLB legends, Shell Tech leadership, veterans, and high-level industry decision-makers
- VIP receptions and on-site engagement in relaxed, high-end environments

### ★ Owned & Earned Media Visibility

- Sponsor mentions and logo placement on the Shell Shock Technologies website
- Social media amplification across Shell Tech and partner platforms
- Inclusion in post-event recap content and sponsor thank-you video

### ★ Authentic Brand Storytelling

- Align your brand with veteran support, service dogs, and military families
- Content captured by professional media teams for sponsor use

# EVENT OVERVIEW

Day One: **Private Range Day & Cocktail Reception**



**Friday, March 20, 2026 | Markham Park Shooting Range – Sunrise, FL**

Shell Tech has secured the entire Markham Park Shooting Range for a private, sponsor-focused experience.

## RANGE DAY FEATURES

- ★ *Exclusive 100-yard range access*
- ★ *Steel Challenge 9mm pistol competition (weapons & ammo provided)*
- ★ *Firearms Manufacturer Showcase with live demos*
- ★ *Complimentary Shell Tech NAS<sup>3</sup> performance ammunition*
- ★ *Hosted by firearms media personality Jake Holth*
- ★ *Premium prizes, gear giveaways, and branded sponsor integration*



## Evening Cocktail Reception

Following Range Day, sponsors and guests gather at the **AC Hotel at Sawgrass Mills** for a curated networking event with MLB athletes and VIPs.







# EVENT OVERVIEW

Day Two: **Celebrity Charity Golf Tournament**



**Saturday, March 21, 2026 | Trump National Doral – Miami, FL**

A premium, invitation-only golf experience hosted by MLB Legend Raul Ibañez.

## GOLF EXPERIENCE HIGHLIGHTS

- ★ *Limited to 8 total foursomes for maximum exclusivity*
- ★ *Cocktail service, outdoor grill lunch, and awards ceremony*
- ★ *Play alongside MLB legends and Shell Tech leadership*
- ★ *Whiskey tasting featuring Heritage Distilling Company*



## CELEBRITY PARTICIPANTS

Sponsors gain rare, personal access to these legends throughout the weekend.

- ★ **Adrian Beltré** – MLB Hall of Famer
- ★ **Albert Pujols** – 3× MVP, 2× World Series Champion
- ★ **Max Scherzer** – 3× Cy Young Award Winner
- ★ **Raul Ibañez** – World Series Champion
- ★ **Jayson Werth** – World Series Champion
- ★ **Plácido Polanco** – MLB Gold Glove Winner
- ★ **Orlando “El Duque” Hernández** – 3× World Series Champion

# SPONSORSHIP LEVELS



BENEFIT	GOLD : \$2,500	PLATINUM : \$5,000	PREMIER : \$10,000
Event Website Logo Placement	✓	✓	✓ (Premier Placement)
On-Site Event Signage	✓	✓ (Enhanced)	✓ (All Venues + Welcome Banner)
Swag Bag Product Inclusion	✓	✓	✓
Sponsor Thank-You Video	✓	✓	✓ (Custom Athlete/Veteran Video)
Press Release Inclusion (National & Industry Media)	✓	✓	✓ (Lead Sponsor Callout)
Social Media Mentions	—	✓	✓ (Priority Placement)
VIP Cocktail Reception Access	—	✓	✓
Golf Foursome Included	—	✓	✓ (Premium Pairing)
Guaranteed MLB Legend Interaction	—	—	✓
Product Sampling / Display	—	—	✓



# SPONSORSHIP LEVEL DESCRIPTION

## **GOLD SPONSOR \$2,500**

- ★ *Logo placement on event website & sponsor page*
- ★ *On-site event signage*
- ★ *Product inclusion in attendee swag bags*
- ★ *Recognition in sponsor thank-you video*

## **PREMIUM SPONSOR \$5,000**

- ★ *All Gold-level benefits*
- ★ *Second-largest logo placement*
- ★ *One (1) golf foursome included*
- ★ *Enhanced signage and social media mentions*
- ★ *Invitation to post-event cocktail reception*

## **PREMIER SPONSOR \$10,000**

- ★ *All Gold & Platinum benefits*
- ★ *Premier logo placement at all venues*
- ★ *Inclusion on official welcome banner*
- ★ *Custom thank-you video with athletes & veterans*
- ★ *Product sampling or display opportunity*
- ★ *VIP athletes meet-and-greet*

## **CUSTOM DONOR OPPORTUNITIES**

- ★ **\$5,000 Donor:** Includes one golf foursome
- ★ **\$10,000 Donor:** Guaranteed golf pairing with an MLB legend

# CHARITABLE IMPACT



## Your sponsorship directly supports:

- ★ Fully trained service dogs for veterans
- ★ Veteran mental health and recovery programs
- ★ Transition, education, and family assistance initiatives

## Benefiting Organizations:

- ★ K9 Heroes 4 Heroes – Providing service dogs at no cost
- ★ Navy SEAL Foundation – Supporting warriors, veterans, and families



# SECURE YOUR SPONSORSHIP TODAY

This is a limited-capacity, high-visibility event with only a select number of sponsor opportunities available. Align your brand with American heroes, elite athletes, and a mission that truly matters.

**To secure sponsorship or request additional details email:**

**Peter Foss** [peter@shellshocktech.com](mailto:peter@shellshocktech.com) | **Todd Thill:** [todd@shellshocktech.com](mailto:todd@shellshocktech.com)

*Legends & Heroes Shootout is proudly presented by Shell Shock Technologies.*