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FOR IMMEDIATE RELEASE

Shell Tech™ Opens Sponsorship Opportunities for 2026 Legends & Heroes Shootout Charity Event

Exclusive brand partnerships are now available for this high-visibility charity event benefiting K9 Heroes 4 Heroes and the Navy SEAL Foundation.



Eubank, KY (February 2026) – Shell Tech™, the ammunition branch of Shell Shock Technologies, LLC (SST), announces that [official sponsorship opportunities](#) are now available for the 2026 Shell Tech Legends & Heroes Shootout, set for March 20 – 21, 2026, in Sunrise and Miami, Florida. The second annual, invitation-only charity event will unite Major League Baseball legends, U.S. military veterans, firearms industry leaders, and premium brand partners for two days of purpose-driven experiences. All net proceeds from the event will directly benefit [K9 Heroes 4 Heroes](#), which provides service dogs to veterans and first responders, and the [Navy SEAL Foundation \(NSF\)](#), which provides critical support for the warriors, veterans, and families of



Naval Special Warfare. The Legends & Heroes Shootout offers sponsors national PR exposure, industry media coverage, elite networking access, and authentic brand storytelling opportunities.

“Sponsorship of the Legends & Heroes Shootout is about aligning with a mission that delivers measurable impact,” said [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “Our goal is not only to raise \$50,000 to fully fund a service dog for a Navy SEAL, but to bring together our industry, America’s heroes, and iconic athletes in a way that creates lasting partnerships and real-world support for those who serve.”

Sponsorship tiers range from Gold to Premier, each offering escalating brand visibility and engagement opportunities. Benefits include logo placement on the event website and signage, inclusion in swag bags, press release mentions, VIP cocktail reception access, golf foursomes, and guaranteed interaction with MLB legends. Premier sponsors receive top-tier logo placement across all venues, inclusion on the official welcome banner, custom athlete and veteran thank-you videos, and product sampling or display opportunities.

The weekend begins Friday, March 20, 2026, with a private, sponsor-focused range date at [Markham Park Shooting Range](#) featuring exclusive 100-yard range access, a Steel Challenge 9mm pistol competition powered by Shell Tech NAS³™ performance ammunition, and live-fire manufacturer showcases. That evening, sponsors and VIPs will attend a curated cocktail reception at the AC Hotel at Sawgrass Mills.



On Saturday, March 21, 2026, the event moves to [Trump National Doral](#) for a limited-to-eight-foursomes celebrity charity golf tournament hosted by MLB legend Raul Ibanez. Confirmed celebrity participants include MLB Hall of Famer Adrian Beltre, three-time World Series Champion “El Duque” Hernandez, World Series Champion Raul Ibanez, World Series Champion Jayson Werth, MLB Gold Glove Winner Placido Polanco, Two-Time World Series Champion and Three-Time MVP Albert Pujols, and Three-Time Cy Young Award Winner and World Series Champion Max Scherzer.

Sponsor capacity is limited to preserve the event’s exclusive format and high-touch engagement. To secure sponsorship or request additional information, please contact Foss at peter@shellshocktech.com. View the Sponsorship Media Kit [here](#).

Watch a video from last year’s event here: https://youtu.be/ADDyCyzMjHA?si=51Z_5DU4hfhSMoiC.

Keep up with Shell Tech's advanced ammunition on the [website](#) and social media platforms: [Facebook](#), [Instagram](#), [X \(formerly Twitter\)](#), and [YouTube](#).

About Shell Shock Technologies and Shell Tech™ Ammo:

[Shell Shock Technologies, LLC](#) (SST), headquartered in Eubank, Kentucky, is a leading innovator in advanced ammunition case design and manufacturing. Since 2015, Shell Shock has supplied hundreds of millions of high-performance cases to commercial ammunition companies, U.S. defense contractors, and international defense allies. The company’s patented, lightweight, and durable cases are engineered to enhance precision, reliability,

and functionality across a variety of applications. Expanding on this legacy, Shell Shock introduced Shell Tech™, a new line of factory-loaded, hand-inspected ammunition designed for hunters, sports shooters, and defense professionals. Produced at our Calhoun, Georgia, facility, Shell Tech ammo brings unmatched quality, accuracy, and consistency directly to consumers.

Committed to ongoing innovation, Shell Shock's engineers continually develop advanced materials and processes, including pioneering lightweight ammunition links for belt-fed machine guns. With a focus on performance, dependability, and customer satisfaction, Shell Shock and Shell Tech set a new standard in ammunition technology.

For more information, please visit www.shellshocktechnologies.com or follow us on Instagram at [@shellshocktech](https://www.instagram.com/shellshocktech).