

# FIREFIGHTER COMBAT CHALLENGE®

## Honoring First Responders "Stars Among Heroes"

Whether sponsoring or hosting the Firefighter Combat Challenge, businesses and communities reap enormous benefits by honoring America's First Responders in an exciting and family-friendly sports entertainment event as fire/rescue athletes compete in full view of an adoring public at downtown locations, parks, shopping malls, and state/county fairs around the country.

## Competition with a Purpose

Simulating a number of highly demanding and critical firefighter skills – e.g., climbing a 5-story tower in full gear, performing a "victim rescue", hose drag, and forcible entry – the Firefighter Combat Challenge captures and celebrates the admirable spirit and fitness levels of American firefighters in an impressive competition – dubbed by ESPN as the "Toughest 2 Minutes in Sports" – as males, females, teams and individual competitors of all ages compete against each other and the clock to be the "Best of the Bravest"!

## Media Magnet

A TV and social media powerhouse, the Combat Challenge is seen and applauded by tens of millions around the U.S. every year – providing its host and commercial sponsors with a highly efficient and cost-effective way to promote their organizational interest and demonstrate social responsibility while honoring and celebrating American public servants and local communities – all in support of public safety.

[FirefighterChallenge.com](http://FirefighterChallenge.com)

# FIREFIGHTER COMBAT CHALLENGE®

SUPPORTING & ENCOURAGING

HEROES

25 YEARS



[FirefighterChallenge.com](http://FirefighterChallenge.com)

# FIREFIGHTER COMBAT CHALLENGE®

OVER **50** MILLION  
PROJECTED GMIs!  
2016

## TOTAL MEDIA IMPRESSIONS

2.1 MILLION TELEVISION  
20.8 MILLION ONLINE  
AS OF 6-30-16

## SOCIAL MEDIA

FACEBOOK REACH 3.3 MILLION AS OF 7-31-16  
3.2 MILLION FLICKR VIEWS  
170,000 FIREFIGHTER CHALLENGE YOUTUBE VIDEOS

## FIRE-RESCUE TARGETS

1.1 MILLION U.S. FIREFIGHTERS  
27,000 FIRE STATIONS

[www.FirefighterChallenge.com](http://www.FirefighterChallenge.com)

15312 SPENCERVILLE COURT, SUITE 100 - BURTONSVILLE MD, 20866  
301-421-4433



# COMPETITION WITH A PURPOSE

**COMBAT CHALLENGE TOUR:**  
**20-25 U.S. Challenges**  
**20-25 International Challenges**



**On-Target Challenge, Inc.**  
**15312 Spencerville Ct., Suite 100**  
**Burtonsville, MD 20866**  
**301-421-4433**  
**FirefighterChallenge.com**



## THE TOUGHEST 2 MINUTES IN SPORTS!

