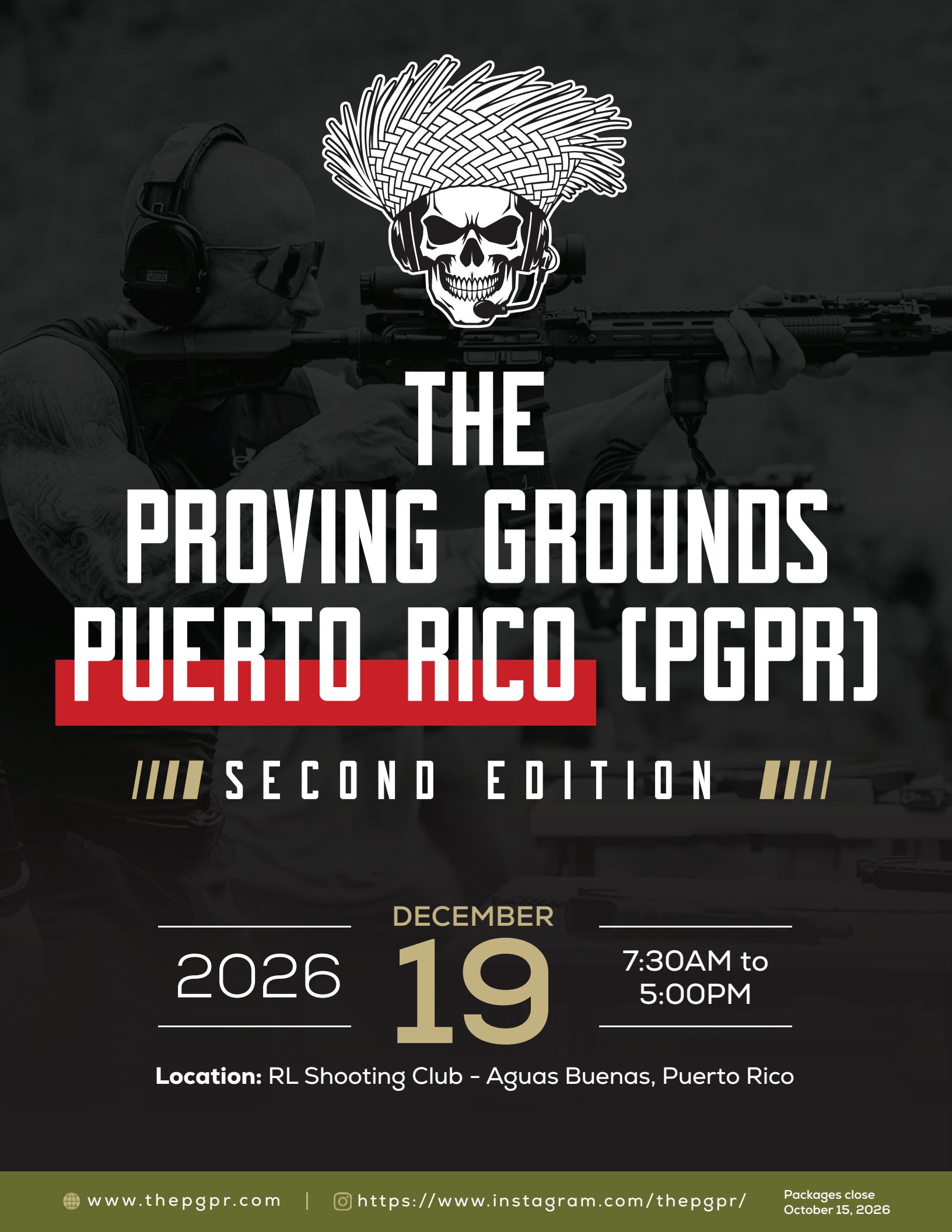


THE PROVING GROUNDS PUERTO RICO (PGPR)

SECOND EDITION

DECEMBER

2026 **19** 7:30AM to 5:00PM

Location: RL Shooting Club - Aguas Buenas, Puerto Rico

www.thepgpr.com | https://www.instagram.com/thepgpr/

Packages close October 15, 2026

EXECUTIVE SUMMARY

The Proving Grounds Puerto Rico (PGPR) is a first-of-its-kind tactical fitness competition that combines high-intensity functional training with live-fire shooting elements in a controlled, safety-driven environment. Designed to test both physical capacity and mental composure under pressure, PGPR challenges athletes across multiple domains - strength, endurance, precision, and decision-making - creating a unique platform where fitness meets tactical performance. Hosted at RL Shooting Club in Aguas Buenas, PGPR brings together athletes, spectators, and organizations in a dynamic setting that reflects discipline, resilience, and real-world readiness.





Following a historic inaugural edition that brought together nearly 100 athletes, over 240 spectators, and key institutional partners, PGPR has positioned itself as a growing competitive and experiential platform in Puerto Rico and the Caribbean. The event not only showcases elite-level performance but also serves as a powerful engagement opportunity for sponsors seeking authentic exposure within the fitness, defense, and lifestyle communities. As PGPR continues to evolve, it aims to deliver a more structured, more intense, and more impactful experience - solidifying its role as the premier tactical fitness event in the region.

FIRST EDITION BY THE NUMBERS – MARCH 2026

96 REGISTERED ATHLETES

240+ SPECTATORS

35 VOLUNTEERS

370+ TOTAL ATTENDEES

14 FEMALE ATHLETES

5 YOUTH (ages 12–16) PARTICIPANTS

$3,300 AWARDED IN PRIZE MONEY







DIGITAL REACH

PGPR's audience extends far beyond event day. In just 7 months, we've built one of the most engaged tactical fitness communities in the Caribbean - reaching our sponsors' target customers year-round, not just on December 19.

PERFORMANCE

May 23 – August 20, 2026

865,643+
TOTAL CONTENT VIEWS

109,981+
VIEWERS

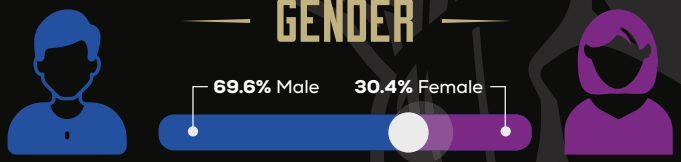
12,193+
TOTAL INTERACTIONS

11,000+ (created October, 2025)
INSTAGRAM FOLLOWERS

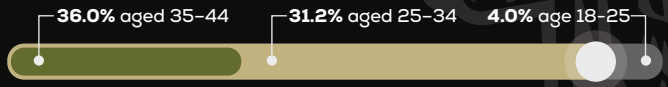
70,000+
REACH FROM PAID AMPLIFICATION CAMPAIGNS

AUDIENCE

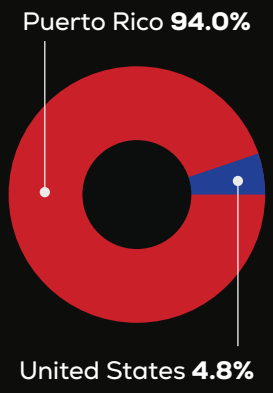
GENDER



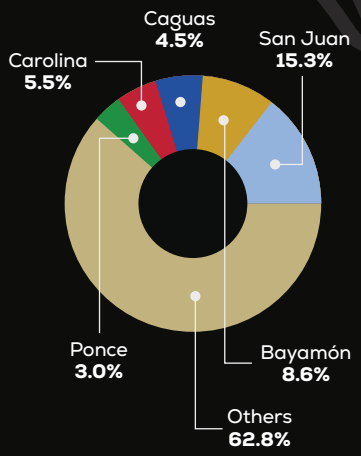
AGE



TOP COUNTRIES



TOP CITIES



Ideal Sponsor Categories

- ☑ Automotive (Trucks & SUVs)
- ☑ Sports Apparel & Gear
- ☑ Tactical Apparel & Gear
- ☑ Supplements & Nutrition
- ☑ Energy Drinks
- ☑ Insurance & Financial Services
- ☑ Outdoor & Lifestyle Brands
- ☑ Local Food & Beverage

Sponsoring PGPR isn't a one-day activation – it's 365 days of visibility to your target customer.

NAVIDAD TÁCTICA 2026 – THE EXPERIENCE

A cultural event, not just a competition.

The second edition transforms PGPR into the Caribbean's first *Christmas* themed tactical fitness experience. Held at the peak of Puerto Rico's world-famous holiday season, Navidad Táctica blends elite competition with cultural celebration - creating an environment that no mainland event can replicate.



AUTHENTIC CULTURAL EXPERIENCE

Full event decorated in Christmas theme, parranda music between heats, festive athlete apparel encouraged.



TRADITIONAL PUERTO RICAN CUISINE

A taste of Puerto Rican Christmas.



FAMILY-FRIENDLY ATMOSPHERE

Spectator zones, Christmas village, and activities that welcome athletes' families - expanding reach beyond competitors alone.



THE JÍBARO DIVISION DEBUT

Our new elite division, culturally named to honor Puerto Rico's rural heritage, making its competitive debut at Navidad Táctica.

For sponsors, Navidad Táctica is a platform no other tactical fitness event in the world can offer: elite athletic competition wrapped in authentic Puerto Rican cultural celebration, at the height of the Caribbean's most iconic season.

DIVISIONS

The competition is divided into five main categories, tailored for all levels:

ADAPTIVE DIVISION

- ☑ An adaptive division for those who want to experience PGPR in a controlled environment.
- ☑ No rankings. No prizes.
- ☑ This is about completing the challenge.





BEGINNER DIVISION

- ☑ For athletes ready to compete in a structured and approachable format.
- ☑ Challenging, but accessible.
- ☑ Athletes compete for placement.

INTERMEDIATE DIVISION

- ☑ For athletes with a strong foundation in fitness and shooting.
- ☑ Heavier loads. Higher standards.
- ☑ Performance matters.





JÍBARO DIVISION (ELITE)

- ☑ The highest level of competition at PGPR.
- ☑ Retention holsters required. Rifles carried in slings. Heavier loads.
- ☑ Built for athletes who want to prove themselves.

MASTERS 45+ DIVISION

- ☑ For athletes 45+ who want to compete while prioritizing longevity and control.
- ☑ Maintains competitive intensity within an age-based category.



2-GUN FORMAT

ALL DIVISIONS ARE AVAILABLE IN EITHER: ☑ PISTOL ☑ 2-GUN (PISTOL + RIFLE)

In the 2-Gun format, athletes utilize both pistol and rifle throughout the competition, transitioning between weapons under physical fatigue and time pressure.

NAVIDAD TÁCTICA 2026 – EXPECTED ATTENDANCE

The Proving Grounds Puerto Rico (PGPR) attracts a highly concentrated audience of active, motivated adults with strong purchasing power and high brand loyalty to companies that support their performance-driven lifestyle.

130+
ATHLETES

300+
SPECTATORS

450+ TOTAL
ATTENDEES

Theme: Christmas Experience
Full event decorated in Christmas theme
Food vendors + traditional Puerto Rican Christmas dinner spread, community, and sponsor activations



EVENT LOCATION

RL Shooting Club, Aguas Buenas, Puerto Rico. The club spans 172 acres, offering exclusive use of the grounds for The Proving Grounds Puerto Rico. The event will occupy the newly leveled field (~90m × 29m) and surrounding trails for running/ruck stages, creating a safe and controlled setting for both physical and shooting challenges.

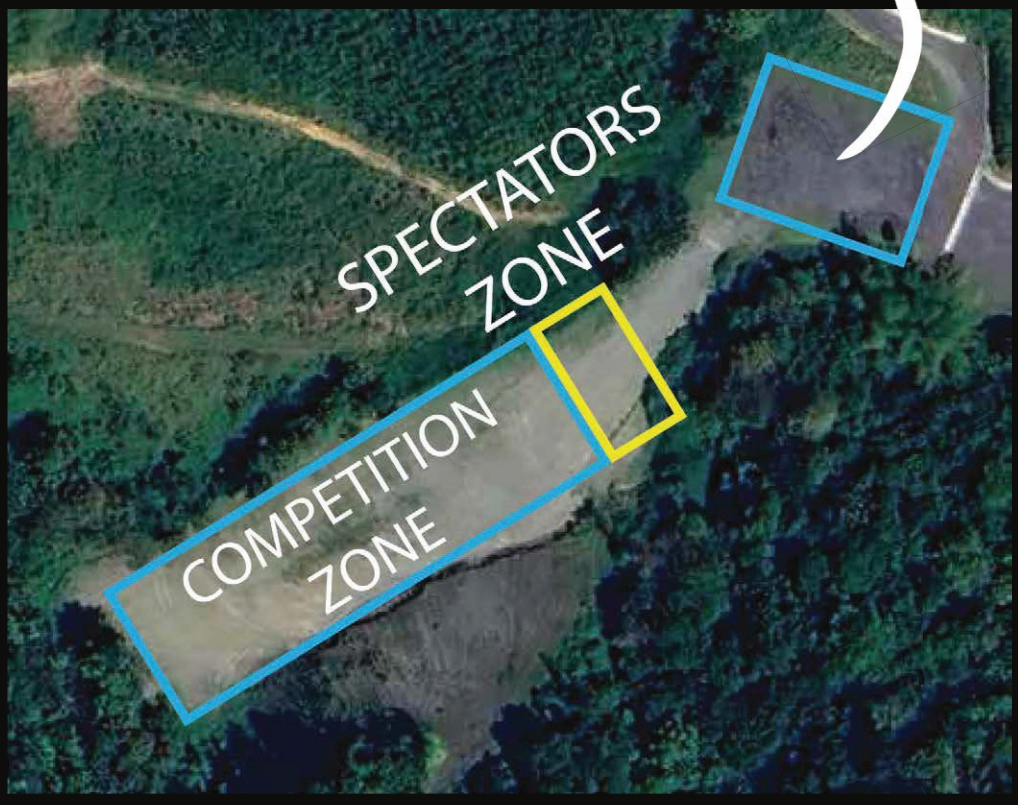
The event area includes the Competition Zone, Spectator Area, Sponsor &Concessions Village, Testing & Prep Field, and Athlete Warm-up Zone, covering 14,537 square meters. The running/ruck course extends over 920 meters, integrated into the site's natural terrain.

In essence, sponsors and participants will have full access to the property, transforming it into a stage dedicated to athletic performance, tactical excellence, and brand activation.

THIS IS NOT JUST A COMPETITION – IT IS AN EXPERIENCE-DRIVEN EVENT.







FIRST EDITION SPONSORS - MARCH 2026

ODYSSEY FITNESS CLUB

U.S. AIR FORCE

U.S. ARMY

RSB TRAININGS

ROOSTER EQUIPMENT

OPEX SAN JUAN

NEON WOOD STUDIO

PUERTO RICO ARMY NATIONAL GUARD

MÁS ALLÁ DEL BOWL

LOCK & LOAD READY
TRAIN • DEFEND • PREVAIL

ISLANDFLEX787

GFW

EXECUTIVE SERVICES PUERTO RICO

DROP IN FITNESS

CAFÉ LA C
BY COFFEE-CCIÓN.

ALPINE REAL ESTATE
YOUR DREAM IS OUR GOAL

SPONSORSHIP PACKAGES

ALPHA SPONSOR – $9,000 (1 AVAILABLE)

Naming rights: "The Proving Grounds Puerto Rico, presented by [Your Brand]"

INCLUDES:

- ☑ Logo prominently featured on all 130+ athlete shirts
- ☑ Dedicated branded activation zone at event (20x10 space)
- ☑ 3 dedicated Instagram stories (projected reach: 100,000+ views based on Edition 1 data)
- ☑ 1 dedicated permanent Instagram feed post on @thepgpr
- ☑ Logo on event stage backdrop and finish line arch
- ☑ Prominent placement in all press releases and media coverage
- ☑ 5 complimentary athlete registrations
- ☑ Exclusive category protection (no competing brand in same category)
- ☑ Logo inclusion in all paid Meta ad campaigns (projected 80,000+ reach)
- ☑ 30–45 sec branded video reel - yours to keep and re-share

BRAVO SPONSOR
$3,000 (3 AVAILABLE)

INCLUDES:

- ☑ Logo on athlete shirts (secondary placement)
- ☑ 10x10 premium booth location
- ☑ 2 dedicated Instagram stories (projected reach: 60,000+ views)
- ☑ 1 dedicated permanent feed post on Instagram: @thepgpr
- ☑ Logo on competition zone signage
- ☑ Bag inserts for 130+ athletes
- ☑ Verbal recognition during opening ceremony and awards
- ☑ 3 complimentary athlete registrations
- ☑ 30-45 sec branded video reel - yours to keep and re-share

CHARLIE SPONSOR
$1,000 (5 AVAILABLE)

INCLUDES:

- ☑ Logo on athlete shirts
- ☑ 10x10 booth space at event
- ☑ 1 dedicated Instagram story (projected reach: 40,000+ views)
- ☑ 1 dedicated permanent feed post on Instagram: @thepgpr
- ☑ Logo on event banners and signage
- ☑ Promotional materials included in athlete bags (130+ bags)
- ☑ 2 complimentary athlete registrations
- ☑ Recognition during event announcements

DELTA SPONSOR
$700 (8 AVAILABLE)

INCLUDES:

- ☑ Logo on event banners and platforms
- ☑ Promotional materials in athlete bags
- ☑ Instagram story features (minimum 2 during event promotion cycle)
- ☑ On-site signage at dedicated station
- ☑ 1 complimentary athlete registration
- ☑ Recognition during event announcements

ECHO SPONSOR
$300 (UNLIMITED)

INCLUDES:

- ☑ Logo on shared sponsor banner
- ☑ Social media mention in sponsor announcement post
- ☑ Recognition during event announcements

DIVISION SPONSORSHIPS

Sponsor a complete division and present its prize pool, signage, awards ceremony, and social coverage as the official division partner.

BEGINNER
THE ENTRY TIER
$1,500

INCLUDES:

- ☑ Logo on division signage
- ☑ Awards presentation rights
- ☑ Social media division coverage

MASTERS 45+
THE VETERANS
$1,800

INCLUDES:

- ☑ Logo on division signage
- ☑ Awards presentation rights
- ☑ Social media division coverage

INTERMEDIATE
THE COMPETITOR TIER
$1,800

INCLUDES:

- ☑ Logo on division signage
- ☑ Awards presentation rights
- ☑ Social media division coverage

JÍBARO
THE ELITE TIER
$2,100

INCLUDES:

- ☑ Logo on division signage
- ☑ Awards presentation rights
- ☑ Social media division coverage
- ☑ Premium: Featured in Jíbaro Division promotional stories

IN-KIND SPONSORSHIPS

PRODUCT OR SERVICE DONATIONS

We welcome in-kind contributions that enhance the event experience or operations.



RESERVE YOUR PARTNERSHIP

Packages are limited and allocated on a first-confirmed basis.
Category exclusivity is available at the ALPHA tier only.
Custom partnership structures considered for multi-year commitments.

LET'S BUILD SOMETHING UNIQUE IN THE CARIBBEAN - TOGETHER.

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