

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

* Funding Opportunity Number

F-FWS-WSFR-23-001

CFDA(s)

15.628

* Applicant Name

National Archery Association of The United States

* Descriptive Title of Applicant's Project

Archery is for Everyone National Awareness Marketing Campaign with Marvel Entertainment, LLC Partnership

* Project Abstract

In the past the archery community has seen noticeable increases in R3 efforts from a combination of the Olympic and Paralympic Games and pop culture events. However, there has never been a coordinated national campaign that encompasses these events along with archery organizations, state and federal agencies and the archery and bowhunting industry to meet the newly generated demand in archery. USA Archery has a unique opportunity to partner with Marvel Entertainment, LLC to develop and execute an Archery is for Everyone nationwide marketing campaign that harnesses the power of Marvel's social media network, comic book popularity and digital presence. This opportunity allows the greater archery community to meet this new demand nationwide. This campaign will begin in 2023 with Marvel Entertainment, LLC's digital and social media campaign and archery trial events for the 2024 Olympic and Paralympic Games in Paris but will continue through 2028 with the LA28 Games and other pop culture events to come.