

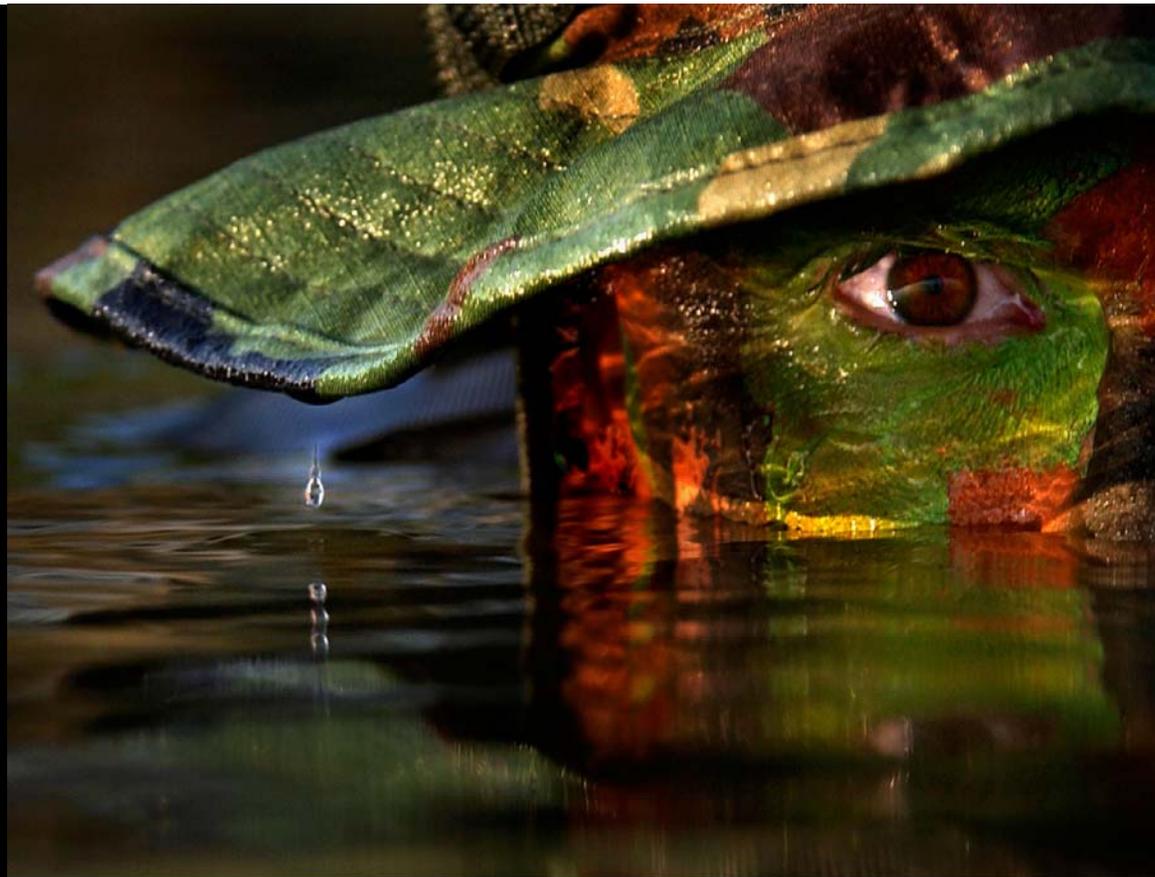
Naval Special Warfare Center Recruiting Directorate



LT Dave Hecht

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In times of war or uncertainty there is a special breed of warrior ready to answer our nation's call. A common man with an uncommon desire to succeed. Forged by adversity, he stands alongside America's finest special operations forces to serve his country, the American people and protect their way of life.

I am that man.

U.S. Navy SEAL



Are you that man? To find out more about becoming a U.S. Navy SEAL go to www.SEAL.navy.mil or call 888-USN-SEAL

If you want to attract media...

- Offer them something VISUAL
- Offer them something different and new
- Offer them a sneak peak behind a rarely opened curtain
- Offer them the United States Navy SEALs



America's Finest City Tournament

Men's High School Water Polo Invitational

Coronado, California



- Water Polo players and NSW
- 2007: 32 teams competing at four host sites
- 600 elite high school water polo players attended
- Coverage on NBC & Fox affiliates



2006 - Half hour TV program
- FOX in San Diego
- Military Channel

2007- Footlocker producing 90
second highlight video to
air in 2,300 stores starting
in November

Boy Scouts of America
Navy SEAL Activity Badge



Test given:

- Annually at scout fairs, jamborees and at Navy Recruiting Districts
- NSW RD produced SEAL/Scout Workout video to prepare them



- **500 yard swim**
- **Push-ups**
- **Sit-ups**
- **Pull-ups**
- **1.5 mile run**



NAVY SEAL *FITNESS CHALLENGE*

Minneapolis – Dec. 2006

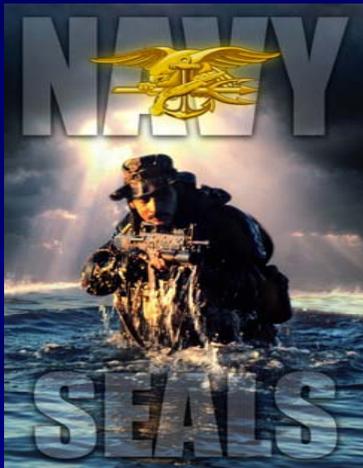
Boston – June, 2007

San Antonio - 11.10.07

Los Angeles - 02.09.08

Dearborn - 05.10.08

Chicago - 09.06.08



WWW.SEAL.NAVY.MIL

Naval Special Warfare Center

SEAL Athlete Program



- **Purpose: Target and recruit athletes for SEAL and SWCC programs at select sporting events nationally.**
- **SEAL athlete must compete in the top 10% of their sport to qualify.**
- **Current SEAL athletes:**
 - **SOC Mitch Hall, Triathlete**
 - **SO1 David Goggins, Ultra Marathon runner (*Video*)**
 - **CDR Keith Davids, Olympic Sailing**
 - **Mountain Bike Team**
 - **Mixed Martial Arts**
 - **Outrigger Canoe**
 - **Professional Surfer**
 - **Skydiving**

U.S. NAVY PARACHUTE TEAM



LEAP FROGS

Mission

To support Naval Special Warfare recruiting by gaining access and exposure to targeted/focused candidates through aerial parachuting demonstrations

Team Overview



- Originated in 1969
- 13 members, including jumpers and support staff
- Assigned to the Naval Special Warfare Center
- Based in Coronado, California (San Diego)

Typical “Leap Frog” Performance

- Number of shows per day (1 to 2)
- Number of jumpers (4 to 10)
- Aircraft (typically military)
- Freefall/ Canopy Relative Work
- Special Equipment
 - Large American Flag, team/special flags
 - Smoke/Night Pyrotechnics
 - Team Jerseys, game balls
- Spectator Interaction



Scheduling Deadlines

- Website (www.leapfrogs.navy.mil)
 - Performers Handbook
- Confirmation letter/phone call upon receipt
 - Regret Letter
- Deadline Dates
 - Request min. 60 days prior to event (First Come First Serve)
 - FAA Waiver (45 Days prior to event)



Funding Requirements

PAID BY SHOW SPONSOR

- Hotel Accommodations x per person/day
- Local Per Diem Rate x per person/day
- Rental Vehicles x up to 5/day
- Night Pyrotechnics (\$1000.00)
- Commercial Airline (if necessary)
 - Initial on Show request
 - Extra Baggage Fee (normally \$80.00/bag)
- Civilian Jump Aircraft (if necessary)

Example Cost

Ft. Pierce, Florida

(Based on 15 Personnel)

Arrive Thursday - Depart Monday

Hotel (\$66/night)	=	\$3,960
Per Diem (\$40/day)	=	\$2,800
Rental Vehicles (\$150 each)	=	<u>\$1,050</u>
Total		\$7,810



Contact Information

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SEAL-SWCC MOTIVATOR

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- **VOICE: 619-437-2873**
- **MAILING ADDRESS:**
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FUTURE REQUIREMENTS

<u>MANPOWER TYPE</u>	<u>FY05</u>	<u>FY06</u>	<u>FY07</u>	<u>FY08</u>	<u>FY09</u>	<u>FY10</u>	<u>GROWTH</u>
<u>SEAL OFFICER</u>	550	620	651	766	766	766	210
<u>SWCC OFFICER</u>	11	17	17	22	24	24	13
<u>SEAL ENLISTED</u>	1721	2113	2129	2283	2301	2301	580
<u>SWCC ENLISTED</u>	576	713	723	743	739	739	183
<u>NSW SUPPORT</u>							
<u>OFFICERS</u>	399	377	529	565	571	571	172
<u>ENLISTED</u>	2101	2448	2507	2803	2779	2779	395

Total NSW Growth Requirements:

- 790 *additional* SEALs (+35%)
- 250 new enlisted SEALs / year

