

sweetFrog

F.R.O.G. - Fully Rely on God



Media Kit

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sweetFrog[®] premium frozen yogurt 

Table of Contents

Title Page.....1

Table of Contents.....2

Executive Biographies.....3

Corporate Profile.....4

Corporate Profile.....5

Fact Sheet.....6

Media Pitch.....7

The Auburn Plainsman.....8

Opelika-Auburn News.....9

AL.com.....10

WTVM9.....11

WSFA12.....12

Post 1 Graphic.....13

Post 1 Information.....14

Post 1 Content Calendar.....15

Post 2 Graphic.....16

Post 2 Information.....17

Post 2 Content Calendar.....18

Post 3 Graphic.....19

Post 3 Information.....20

Post 3 Content Calendar.....21

AI Usage Statement.....22



Executive Biographies

Rob & Dana Pate



Rob Pate is an optometrist at Basden Eye Care in Auburn, Alabama, where he has worked since 2015. He is a member of the Alabama Board of Optometry, the immediate past president of the Alabama Optometric Association, a trustee on the Southern Council of Optometrists (SECO) and serves on the Alumni Association Board of Directors at the University of Alabama in Birmingham School of Optometry and the Auburn Football Letterman Club Board of Directors. Pate has won several awards for his achievements in the field of optometry. He won the Alabama Optometric Association Young Optometrist of the Year in 2013, the American Optometric Association Young Optometrist of the Year in 2014 and the Young Optometrist of the South in 2015. He graduated from Auburn University in 2002 with a bachelor's degree in zoology/animal biology. He earned his doctorate in optometry from the University of Alabama at Birmingham where he graduated in 2007.

While at Auburn, he played football for the Auburn Tigers, as a safety and linebacker. He was drafted into the National Football League (NFL) at the San Diego Chargers, but got injured and decided to go to school to become a doctor. Following his career as an athlete at Auburn, he wrote two books, "A Tiger's Walk: Memoirs of an Auburn Football Player" and "The Way of the Athlete, The Role of Sports in Building Character for Academic, Business and Personal Success". In 2016-17, he was a talk show host for War Eagle Live. In 2014-21 he was a columnist for the media outlet Auburn Undercover.

Dana Pate is a computer lab aide at Creekside Elementary School in Auburn, Alabama. Pate graduated from Auburn University in 2001 with a bachelor's degree in elementary education. Dana and Rob own sweetFrog Premium Frozen Yogurt. They are board members of a local nonprofit in Auburn, Marriage in Focus. The couple married in 1999, and have five children: Claire, who is married to David Scarf, Ellie, Jenna, James, John and one granddaughter, Charlotte.

Corporate Profile

sweetFrog Description:

sweetFrog Premium Frozen Yogurt is a business that lets customers create their own frozen yogurt treat. Customers select a bowl, their yogurt flavor and add toppings of their choice. The cashiers use a weigh stand to weigh the yogurt to determine the cost. If you stay awhile, you might run into their frog mascots, Scoop and Cookie!

sweetFrog History:

sweetFrog was founded in 2009 by Derek Cha in Richmond, Virginia. The sweetFrog in Auburn was founded on Jan. 1, 2025 and opened at Samford Trace Court. sweetFrog has operated in Auburn for 11 months. There are over 300 locations in the United States, and internationally in the Dominican Republic, United Kingdom and Egypt.



Corporate Profile

sweetFrog Mission:

The frog in sweetFrog stands for an acronym that is their mission. F.R.O.G. stands for "Fully Rely on God." Their mission is Jesus, because he is hard to advertise in corporate America. Their focus is both operational and relational. The Pates want everyone who enters to feel that it is a better day at sweetFrog. Their goal is to serve everyone, even those who have dietary restrictions, so they can enjoy yogurt. They want everyone to see faith in action at sweetFrog, and for people to know they are known by Jesus.

sweetFrog Selling Points:

sweetFrog offers 21 different flavors of frozen yogurt, and sorbet options offered in soft-serve machines. People have the chance to mix flavors if they would like. There are 78 different toppings, ranging from fruit and sour candy to brownies. There are caramel, chocolate and marshmallow syrups. sweetFrog offers keto options, dairy free options and gluten-free options for those who have dietary restrictions. They also sell frozen yogurt to go, in small tubs if you are unable to make your own. There is seating both inside and outside. sweetFrog Auburn is committed to benefiting the Auburn community through their benefit days which support local nonprofits and sororities.



Sweet Frog, Sweet Facts

F.R.O.G. - Fully Rely on God

What?

sweetFrog Auburn is the only business in Auburn that gives people the creative freedom to create their own frozen yogurt!

When?

- Sunday through Thursday
12:30 to 9:30 p.m.
- Friday through Saturday
noon to 10 p.m.

Where?

1800 Samford Trace Ct., Suite 220,
Auburn, Ala. 36830

Who?

Rob and Dana Pate are the owners of sweetFrog. To get in contact with them, contact Dana Pate at 205-222-8563.

Audiences

sweetFrog's target audiences are college students, high school students, children, parents and grandparents. Residents who live in surrounding areas such as Opelika, Tuskegee Montgomery and Columbus are also target audiences.

Additional Details:

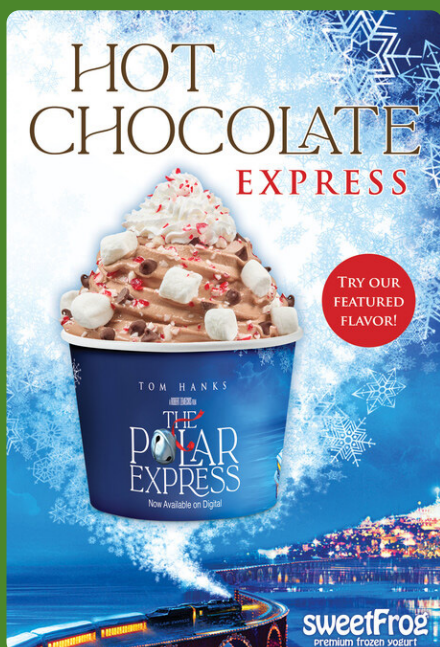
sweetFrog Weekly Event:

Wonderful Wednesday:

On Wednesdays, customers can fill out a card and write down their go-to flavor of yogurt, and toppings. Employees decide on the best combination that is placed in the jar and that person gets a free bowl the next time they visit. In addition to the free bowl, they get featured on Instagram with the combination they wrote down. This gives people the chance to think about new flavors and toppings they might want to try next time.



Available through Jan. 6, 2026, sweetFrog has collaborated with "The Polar Express" to promote the Hot Chocolate Express, which combines chocolate frozen yogurt, creamy vanilla ice cream and the rich taste of milk chocolate hot cocoa mix.



Customers can sign up for sweetFrog Awards and enter a raffle to win prizes, including a limited-edition Polar Express poster, a stuffed animal, a tumbler and a sweetFrog gift card.



"The Polar Express is all about believing in the magic of the season," said Samantha Robbins, director of marketing for Kahala Brands. "With the Hot Chocolate Express, we're inviting our guests to savor the flavors of a magical ride, create memories and sweetFrog is spreading even more holiday cheer with a special Polar Express Sweepstakes in which 10 lucky winners will receive exclusive prizes. Fans can enter the sweepstakes and learn more at sweetFrog.com/PolarExpress."



sweetFrog[®]
premium frozen yogurt



Media Pitch

Subject line: sweetFrog is expanding, adding Auburn's first-ever acai bowl bar and your audience will love it.

Good morning, Ms. Brooks,

Please consider pitching this story to inform the Auburn-Opelika community about sweetFrog Auburn's business expansion, where they will be adding Auburn's first-ever build-your-own acai bowl bar to their location. This expansion will occur January 2026.

With this newest addition to sweetFrog, it will give people the opportunity to create a healthier treat with fresh fruit and toppings.

People can start the new year on the right track, enjoying a delicious, healthy treat, with little to no added sugar.

Acai is a fruit-based smoothie base. People will have the chance to top their acai mixture with toppings such as honey, granola and fresh fruit. There are peanut butter drizzle and Nutella drizzle options.

I have a tip to make sure to highlight that this is Auburn's first acai bowl bar, where people have the freedom to craft their own bowl. Auburn has other acai bowl places, but none give people the opportunity to build their own.

sweetFrog is most known for its 21 different frozen yogurt flavors and 78 different topping options. sweetFrog has frozen yogurt flavors for those with dietary restrictions, such as keto, gluten-free and dairy-free options.

sweetFrog owners, Rob and Dana Pate are available for interviews. If you are interested in interviewing them, please contact Dana Pate at 205-222-8563.

Please let me know within the next week if you are interested in pitching this story. Thank you for your consideration. I look forward to hearing from you soon!

Best regards,

Hannah Grisham

256-394-5971

hpg0006@auburn.edu

250 W. Glenn Ave., Auburn, Ala. 36849



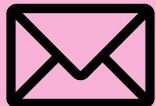
The Auburn Plainsman

The Auburn Plainsman



The Auburn Plainsman is an award-winning news publication run by students at Auburn University. The editorial and business staff consist of university students who produce content for their online publication, including articles, photographs, graphics and other multimedia content. Student editors determine the editorial content, coverage and policies without interference, censorship or prior approval from faculty, staff or university administration.

I chose The Auburn Plainsman, so Auburn students and faculty are informed about the new acai bowl bar. Since The Auburn Plainsman is student-led students will be informed, and share the news with their peers.



To get in contact with the editor-in-chief & news editors, please email:

Editor-in-Chief | Brychelle Brooks, editor@theplainsman.com

News Editor | Landi Rutledge, ejr0030@auburn.edu

Assistant News Editor | Amanda Machamer, amm0357@auburn.edu

Submission Guidelines:

There are a few different ways to submit news to The Auburn Plainsman:

- News tips can be emailed to news@theplainsman.com or editor@theplainsman.com
- There is a form to submit a news tip. The form asks for a first and last name, email, phone number, the news tip and allows a file upload.
- For sensitive tips, it is best to use Signal, Tox Chat or Antidote. The link for Signal is: <http://www.signal.org>. Tox Chat is considered more secure than Signal. To use Tox Chat, you need to download a client like qTox (for mac) or Antidote (for iOS). For more information, visit Tox Chat's website: <https://tox.chat/clients.html>.




The link for The Auburn Plainsman submission guidelines information is:
<https://www.theplainsman.com/page/send-a-tip>

Opelika-Auburn News

Opelika-Auburn News

The Opelika-Auburn News is a daily newspaper that serves Lee County, Alabama, and focuses on local news, sports, weather and events for both cities and the surrounding areas. Its website, oanow.com, is a primary source for breaking news, while its print edition is now published on Tuesday, Thursday and Saturday. It was founded in 1890 and has been owned by several different companies over the years.

I chose to use Opelika-Auburn news to target older audiences who read newspapers. Older audiences will learn about a healthier alternative to ice cream, if they want to go there themselves, or bring their grandchildren to enjoy a healthy, but refreshing treat.



For more information about news submissions, call the Opelika-Auburn Newsroom at 804-775-2914.

Submission Guidelines:

Contributors must complete a text box submission with their contact information including:

- First name
- Last name
- Address
- Phone number
- Email address

The form also requires the news submission and a photo.



**OPELIKA-AUBURN
NEWS**
your life. your News.
www.oanow.com

The link to the Opelika-Auburn submission text box is
https://oanow.com/site/forms/online_services/submit_news/

AL.com

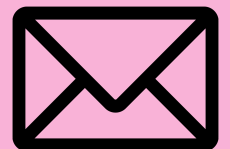


AL.com

AL.com is the largest digital news site in Alabama, providing local, state and national coverage of news, sports, weather and entertainment. It is part of the Alabama Media Group, which also operates newspapers in Birmingham, Huntsville and Mobile. The site is known for breaking news, investigative reporting and features that highlight life in Alabama.

I chose AL.com to reach Alabama residents with the news of a new healthier edition to sweetFrog that is available in Auburn. Additionally, residents who live in the outskirts of Auburn, such as Opelika, Tuskegee or Phenix City will be informed and can travel to enjoy it.

To get in contact with AL.com and share news email news@al.com. This is their only submission guideline for submitting news. There is not a journalists name listed for news inquiries.



WTVM9 Columbus



WTVM9 Columbus

WTVM9 is an ABC-affiliated television station in Columbus, Georgia, known as "News Leader 9" and serving the Chattahoochee Valley area of east Alabama and west Georgia. It is the first and longest-running station in the market, providing local news, weather and sports and is owned by Gray Television.

I chose WTVM9 so residents in Columbus who read its articles and watch its newscasts will know that sweetFrog is expanding their business. Residents from Columbus can come to Auburn's self-serve acai bowl bar, because Columbus does not have one. Since Columbus is only 45 minutes away, people can easily travel to Auburn and enjoy a healthy snack.



To contact WTVM9, email News Director, William McLain at william.mclain@wtvm.com or call 706-494-5451. For information about a news tip, please call 706-494-5458. News tips can also be emailed to tips@wtvm.com.

WSFA12 Montgomery



WSFA12 Montgomery

WSFA12 is an NBC-affiliated television station in Montgomery, Alabama that serves the River Region with local news, weather, sports and entertainment programming. It is a primary source for breaking news and severe weather coverage in the area and it also broadcasts on multiple digital subchannels, including Bounce, Grit, Dabl and Oxygen.

I chose WSFA12, so Montgomery residents are educated about sweetFrog's new expansion. Montgomery does not have a sweetFrog but is roughly 45 minutes away from Auburn. This makes it a convenient destination for those looking to have the creative freedom to construct a regular frozen yogurt bowl or a fruit based option.



To get in contact with WSFA12 about news inquiries, email News Director, Desmond Wingard at dwingard@wsfa.com. To submit a news tip, email the idea to newstips@wsfa.com.

sweetFrog's
ACAI BAR

Opening Jan. 2026

Yummy!

Build your
own!



Post 1 Information

Caption:

sweetFrog is EXPANDING!

We are opening Auburn's first ever self serving acai bowl bar in January at the same location as sweetFrog. Enjoy your choice of frozen yogurt or an acai bowl! Stay tuned for more information!

Social Media Platforms:

For this post, I want to post it on Instagram and Facebook. Since younger demographics (high school students and college students) are on Instagram, I want to post it there, so they will see it and get excited for a new, healthier sweet treat option at the same location! I would also add it to Instagram and Facebook stories, so people can glance at the post and click on it easily.

Facebook is a better platform to target older demographics (parents and grandparents) so I want to post it there so they will know that there is a healthier alternative to yogurt, but also to inform them that their children can enjoy both options at the same place. The variety of options might make them more likely to choose sweetFrog over other businesses!

Post 1 Content Calendar

December₂₀₂₅

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26 Post 1 11:55 a.m. Instagram & FB (stories too)	27

Social Media Strategy:

I chose to announce the expansion of sweetFrog and their acai bar on Friday, Dec. 26, so it will be fresh in people's mind when it opens in January. I would post this post once on Instagram and Facebook. I would post it at 11:55 a.m. Since students are out for Christmas break, I am hoping that they will view the post as they are glancing on social media when they wake up, so they know about the expansion before they come back to Auburn, and they can make plans with their friends to go. Additionally, this is around adults lunch break, so if they have work after Christmas, they are informed of the expansion, and can hopefully make plans for their children, or just them, to attend!

Acai bowl bar opening tomorrow!



Enjoy Auburn's first-ever
build-your-own acai bowl bar
with fresh fruit and tasty
toppings!

Post 2 Information

Caption:

Join us at our grand opening tomorrow, Jan. 1! Our acai bowl bar is Auburn's first ever! Build your own delicious, healthy creation, while still maintaining your health resolutions for the new year! #AcaiBowl #FrozenTreat #HealthyAlternative

Social Media Platforms:

For this post, I want to post it on Instagram and Facebook. I want to post it on Instagram to target college students that attend Auburn or Southern Union Community College. Since health is a trend, especially around the new year, I am hoping that this will resonate with college students and get them excited to eat a treat. By emphasizing the acai bar is build-your-own, I am hoping that students will be excited that they can make their own combination.

I want to post it to Facebook too, so that parents are informed. Since it is the new year, I want parents to know they can take their children to enjoy a sweet treat, while still maintaining their child's health. Additionally, I know that some parents and grandparents start watching their health and their weight around the new year. However, if they know that sweetFrog has an acai bowl bar, it might make them more likely to go and enjoy a treat with real sugar and real ingredients.

Post 2 Content Calendar

December 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
			Post 2 1 p.m. Instagram & FB (stories too)			

Social Media Strategy:

I chose to post this post on Wednesday, Dec. 31, this way people are informed the day before it opens and they are eager to check it out. Since Dec. 31 is New Years Eve, and people often write or think about their resolutions, I am hoping that people will try out the new acai bow bar, since acai base is made of fruit, which is real sugar and not added sugar. I would post this post once on Instagram and Facebook. I would also add it to sweetFrog's Instagram and Facebook stories. I would post it at 1 p.m. I want to post it then, because it is midday, and since most people are off of work that day, and students are not in school. I am hoping that as people are chilling and getting ready for the new year, they glance on social media and see it! Students who come back in town for New Years Eve and local residents, will be informed if they want to go at some point that week!

SWEET & FRESH

Introducing one of our delicious acai bowl creations topped with apples, granola, strawberries and blueberries!



Make your own delicious creation!

Visit us at 1800 Samford Trace Ct., Suite 220, Auburn, Ala. 36830!

Sizes

8 oz.
12 oz.
16 oz.

Toppings

Blueberries
Strawberries
Granola
Apples
Bananas
+ more!

Drizzles

Peanut Butter
Nutella
Honey

Post 3

sweetFrog®
premium frozen yogurt



Post 3 Information

Caption:

Looking for a healthy, sweet treat before school starts back? Look no further! Check out our new acai bowl bar and build your own sweet treat today! #sweetFrog #AcaiBowlBar #BuildYourOwn

Social Media Platforms:

I would post this post on Instagram, Facebook and TikTok. I would post it on sweetFrog's Facebook and Instagram stories. I would post it on Instagram and Facebook so people were educated on all of the sizes, toppings and syrups available. On Instagram, I want to target high school students and college students who are returning to school the second and third week of January, and market it to encourage them to get a treat before school starts back. On Facebook, I am hoping that parents take their children to get a treat to encourage their kids to start the school year off on the right foot. I want to create a TikTok video that showcases the acai bowl bar, toppings and syrups to give people a visual image of what to expect. This would target younger audiences such as students but also middle aged adults who are familiar with TikTok.

Post 3 Content Calendar

January 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 Post 3 4 p.m. Instagram, FB, TikTok (Stories too)	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Social Media Strategy:

I chose to post this post once on Tuesday, Jan. 6 so Auburn students who start school the next day, and high school students who start back the next week, can treat themselves to a treat before school starts back. I want to post the TikTok at the same day and time. I want to post this at 4 p.m. on Tuesday, that way college students traveling back to Auburn can see it when they arrive and will want to try it out! sweetFrog has a larger crowd at night after dinner, so I am hoping that around dinner time students will start thinking about a sweet treat and see this post. Since high school students do not start until the next week, they can see this post and ask their parents to go before school starts. Additionally, parents on Facebook can see the post, and all of the tasty options available.

AI Usage Statement

I completed my whole media kit without using AI, however, for the revision stages, I used AI to brainstorm ways I could clarify some sentences and fix minor AP style mistakes. I made sure to check AI's suggestions carefully, to make sure it was correct. I did run into AI generating errors with the AP rules regarding titles before and after names, in which I made sure to rely on my own judgment.

I used AI to check AP style and clarity for my key executive biographies, corporate profile, media pitch and my news outlets. For the key executive biographies, I used AI to ensure that the Pate's degrees were correctly addressed per AP style. I capitalized them incorrectly, so I used AI to revise them. I also used AI to check my capitalization for the talk shows Dr. Pate was affiliated with.

For my corporate profile, I used AI to brainstorm ways I could create a clearer description and history. I needed help making the second sentence in my description of sweetFrog flow better. For my selling points, I used AI to check my spelling. AI suggested adding a hyphen between some words.

For my media pitch, I had AI revise my address because I was unsure of proper AP style rules regarding street names and abbreviations. I also used AI to add clarity to one of my sentences that explained how the acai bowl bar will help people maintain their health goals for the new year.

I used AI's suggestions on clarity to enhance my news descriptions and make them flow better. I wrote them myself; however, I used AI to get some ideas on how I could structure them more effectively.