Art. Voice. Community.

STAY FROGGY. STAY FREE.

Rebel Frog is an LGBTQ+-owned, family-run independent art and merchandise business based in Denton, Texas. Founded by Chad Bolinger in February 2026, it brings together stickers, hand-pressed buttons, apparel and accessories with a commitment to community giving and free practical resources.

AT A GLANCE

LEGAL NAME

Rebel Frog LLC

FOUNDER

Chad Bolinger (he/him)

FOUNDED

February 2026

BASED IN

Denton, Texas, USA

WHERE TO FIND US

Online at rebelfrog.com



A rainbow RebelFrog sticker in Denton, Texas.
Courtesy of Rebel Frog LLC.

15%

OF NET SALES

A giving commitment to North Texas

5% each to Human Rights Initiative of North Texas, Resource Center and North Texas Food Bank. Calculated quarterly; donations sent within 30 days after quarter-end.

The story behind the frog.

FOUNDER BIO

Chad Bolinger is the founder of Rebel Frog LLC, an LGBTQ+-owned, family-run art and merchandise business in Denton, Texas. He started Rebel Frog in February 2026 to make room for independent artists, honest expression and community connection. The business combines expressive goods with a 15% net-sales giving commitment and free resource guides.

STORY ANGLES

Independent art with a local home	How a family-run Denton business connects art, self-expression and community.
Pride in everyday objects	Rainbow stickers, expressive merchandise and buttons assembled by hand in Denton in limited batches.
Giving with the math in public	A sales-based pledge, three North Texas recipients and a public impact page that explains the calculation.

THE GIVING POLICY, PRECISELY

Net sales means gross product sales less discounts and returns or refunded product sales, excluding sales tax and customer-paid shipping. Product costs, processing fees and overhead are not deducted. Fundraiser contributions are additional to the ongoing pledge. Current records and methodology: rebelfrog.com/impact.

MEDIA CONTACT

Chad Bolinger, Founder

chad@rebelfrog.com

940-489-2002

rebelfrog.com/press

APPROVED PRESS ASSETS

Business logo + rainbow sticker photo
Credit: Courtesy of Rebel Frog LLC

For editorial coverage of Rebel Frog.
Keep logos intact; do not imply endorsement.