

# Arizona Game & Fish Department

# OUTDOOR EXPO



2014



## Sponsorship Information and Opportunities Packet

**Saturday and Sunday**  
March 29 – 30, 2014

Event to be held at the  
**Ben Avery Shooting Facility**

**Arizona Game and Fish Department**  
5000 W. Carefree Highway, IEHQ  
Phoenix, AZ 85086

**Stormi Johnson**  
Special Projects Coordinator  
623.236.7222

[Expo@azgfd.gov](mailto:Expo@azgfd.gov) - or  
[SJohnson@azgfd.gov](mailto:SJohnson@azgfd.gov)  
[www.azgfd.gov/expo](http://www.azgfd.gov/expo)

Save the Date:  
 March 29-30  
 2014

# Arizona Game & Fish Department OUTDOOR EXPO



## Why you need to be here 2014

The 2013 Outdoor Expo drew a total crowd of **38,500** over the three-day event including 3,500 attending on Friday's Youth Day.

### 2013 FACTS

- \$324,800 spent within the Expo gates
- \$358,100 spent outside of the Expo
- \$682,900 Direct Economic Impact to the Community
- 51% intend to buy equipment as a result of the Expo
- Expo crowds reach far beyond North Phoenix



### Age

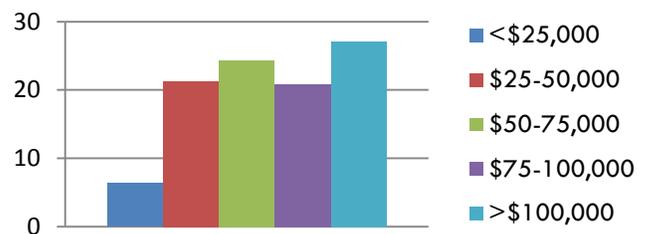
18 to 35	23%
36 to 50	45%

### Gender

Male	70%
Female	30%

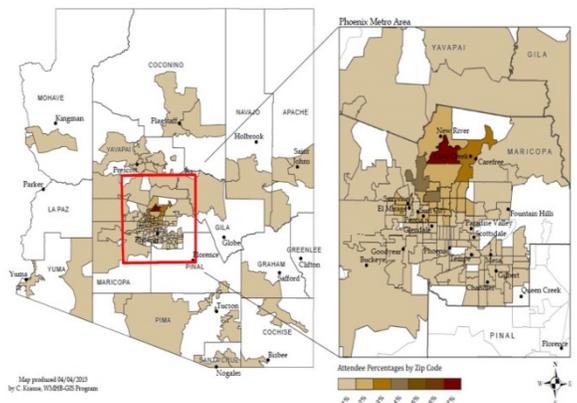
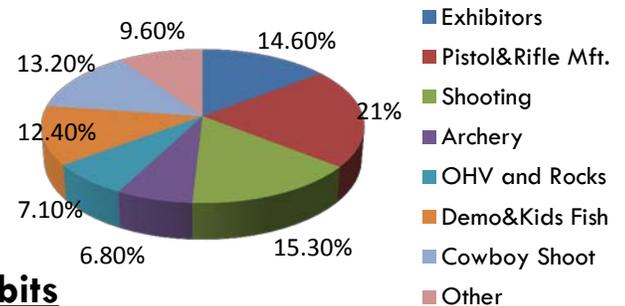
### Annual Income

<\$25,000	6.4%
\$25-50,000	21.3%
\$50-75,000	24.3%
\$75-100,00	20.8%
>\$100,000	27.1%



### Top Reported Attended Exhibits

Pistol & Rifle Mft.	21%
Exhibitors	15%
Shooting	15%
Cowboy Shoot	13%
Demo & Kids Fish	12%
OHV and Rocks	7%
Archery	7%
Other	9%
Other	3%



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## Welcome!

**Be a sponsor of the Outdoor Expo and connect with thousands of potential customers!**

As a sponsor, you will receive extensive promotional exposure and a chance to interact with thousands at one of Arizona's largest and fastest-growing hands-on outdoor expos!

This packet contains the following information:

- Sponsorship Venues
- Attendance Data
- Promotion Overview
- Sponsorship Packages
- Contact Information

It is an honor to have such dedicated organizations sponsoring this event! YOU make the difference! Previous years' sponsors:



U.S. Fish & Wildlife Service



WINCHESTER  
ASSOCIATION

Remington.  
One moment. One shot.

WHITE FLYER.

TARGETS



EVERY SEASON STARTS A.



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# Arizona Game & Fish Department **OUTDOOR EXPO**



2014

## Mission & Objective

### Department Mission

The mission of the Arizona Game and Fish Department (Department) is to conserve Arizona's diverse wildlife resources and manage for safe, compatible outdoor recreation opportunities for current and future generations.

### Outdoor Expo Objective

The Department's objective for the annual Outdoor Exposition (Expo) is to inform, educate, train and introduce the public through activities, demonstrations and exhibits of hunting, fishing, recreational shooting, archery, wildlife watching, off-highway vehicle and watercraft recreation, wildlife conservation, wildlife education, camping, trapping and other related outdoor activities that are consistent with the Department's mission, policies and positions.



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March 29-30  
2014

# Arizona Game & Fish Department OUTDOOR EXPO



## About the Event 2014



The Outdoor Expo is one of Arizona's largest events promoting wildlife-related and other outdoor recreation. Held each spring at the world-famous, 1,600-acre Ben Avery Shooting Facility in north Phoenix, the event attracts visitors from all over the state.

Kids and adults alike are welcome to take part in hands-on activities and seminars including:

- Live Wildlife
- Shooting Sports
- Fishing
- Camping
- Hunter Education
- Boating
- Archery
- Off-Highway Vehicles



Also featured are exhibitors ranging from sportsmen's and conservation organizations to government agencies and commercial outdoor product and service vendors.



The Outdoor Expo promotes these activities to current and future customers who support the Department's mission and funding through their engagement in those activities.

The Department receives no Arizona tax dollars, and no tax dollars are used in conducting the Expo.

***That is why sponsorship is so important to the Outdoor Expo!***



The considerate contributions made by our sponsors ensure this quality family experience continues to educate, inform, and engage our entire outdoor community.

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# Arizona Game & Fish Department

# OUTDOOR EXPO

## Sponsor Opportunities 2014



The Outdoor Expo offers a variety of venues providing sponsorship opportunities, depending on sponsorship level.

### Archery

Hands-on opportunities to try out archery gear. Demos of bows, targets. Archery field course with 3D targets.



### Boating

Boats on display, exhibits and information on boating recreation and safety. Purchasing opportunities available onsite.

### Hunter Education

Hunter education field course. Educational presentations such as hunting turkey, how to improve your draw odds, and outdoor safety.



### Off-Highway Vehicle Recreation

Off-highway vehicle exhibits and information. Thrilling rock crawler and trial bike demos.

### Shooting Sports

Specialty shooting disciplines – cowboy action, black powder, rifle and pistol silhouette, trap/skeet and more.



### Rifle & Pistol Manufacturers

Try out firearms from leading firearm manufacturers. Nominal fee for ammunition.

### Youth Casting Tanks and Fishing Demo Tanks

Two huge youth fishing tanks (catch and release). Large fishing demonstration tank with live casting demonstrations.

### Outdoor Education

Presentations on outdoor activities and wildlife such as owls, Arizona's birds of prey and venomous reptiles.

### Exhibitor Areas

Over 200 exhibitors in several tents – conservation/sportsmen's groups, government agencies and commercial vendors.



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## Advertising

2014

Depending on the level of sponsorship, sponsors benefit from advertising and promotion through various marketing outlets.

The Department utilizes its mass communication tools, paid advertising and relationships with media representatives to provide considerable publicity for the Outdoor Expo, including:

- Email Blasts through Department's e-News Lists
  - 2-4 releases, 85,000 subscribers
- Broadcast Advertising
  - Anticipate 30-50 radio ads, small mix of cable or local TV
- Billboards and Roadside banner during Expo month
  - Rotating digital billboard on I-17, Banner on Carefree Highway
- Department's Outdoor Expo Webpage - Your Logo
  - Estimated 25,600 hits
- *Arizona Wildlife Views Magazine*
  - 16,000 subscribers
- Promotional Flyers and Posters
  - 20, 000 printed Flyers and 100 Posters distributed in advance of event
- Department Social Media
  - 11,225 Twitter followers
  - 15,737 Facebook fans
- Bi-Weekly Wildlife News e-Newsletter
  - 3-5 issues, 25,000 subscribers
- News Releases for TV, Radio and Newsprint Media
  - 3-5 releases
- Post-Event News Release



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# Arizona Game & Fish Department OUTDOOR EXPO



## Sponsor Packages 2014

Due to publication schedules, sponsorship commitment and payment must be received by **5PM MST January 24<sup>th</sup>** to receive full benefits.

Please note, in fairness to all sponsoring parties, sponsorship packages may NOT be divided among organizations.

### **Gold Sponsor - \$10,000**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Customized exhibitor space
- Logo under *Gold Sponsor* section of Event program
- Logo under *Gold Sponsor* section of Department's Outdoor Expo webpage
- Logo at end of TV video spots
- Post-event recognition in Department's *Arizona Wildlife Views* magazine
- Logo on Promotional Flyers
- Logo on Event posters
- Recognition in pre-event news releases for TV, radio and newsprint media
- Recognition in E-mail blasts to Department's e-news lists
- Recognition in event promotion via Department social media outlets
- Recognition in articles in Department's bi-weekly Wildlife News e-newsletter
- Recognition in post-event news release to media



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### **Silver Sponsor - \$5,000**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Exhibitor space within specified or requested area
- Logo under *Silver Sponsor* section of event program
- Logo under *Silver Sponsor* section on Department's Outdoor Expo webpage
- Recognition in pre-event news releases for TV, radio and newsprint media
- Recognition in E-mail blasts to Department's e-news lists
- Recognition in event promotion via Department social media outlets
- Recognition in articles in Department's bi-weekly Wildlife News e-newsletter
- Recognition in post-event news release to media



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# Arizona Game & Fish Department **OUTDOOR EXPO**



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## Sponsor Packages

**Your Outdoor Expo contribution in ANY amount is greatly appreciated!**



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### **Bronze Sponsor - \$2,500**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Name (only) under *Bronze Sponsor* section of event program
- Logo on the Department's Outdoor Expo webpage
- Recognition in post-event news release to media

### **Sponsor Option #1 - \$1,000**

- Name (only) listed under *Other Sponsors* section of event program

### **Sponsor Option #2 – Under \$1,000**

- Sponsorships in any amount are appreciated; however, sponsorships under \$1,000 **receive no publicity.**



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## Sponsor Application <sup>2014</sup>



Name of Organization: \_\_\_\_\_

Will you be attending the Event?      YES      NO

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

On site Contact (if attending): \_\_\_\_\_

*Note: If attending, must have registration packet and tie to event objective*

Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

***Don't miss out on your chance to gain exposure and connections with thousands of potential customers. Send in your sponsor application for the 2014 Outdoor Expo today!***

### **LEVEL OF SPONSORSHIP**

GOLD SPONSOR- \$10,000

SILVER SPONSOR - \$5,000

BRONZE SPONSOR- \$2,500

SPONSOR OPTION #1 - \$1,000 – \$2,499 \_\_\_\_\_

SPONSOR OPTION #2- Under \$1,000 \_\_\_\_\_

In kind- Sponsorship item and value \$ \_\_\_\_\_

(in - kind sponsorship includes: targets, ammunition, Golf cart rental, and other EXPO related event items)

Enclosed is our check for \$ \_\_\_\_\_

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## Contact Us

Arizona Game & Fish Department would like to thank you again for your contribution and commitment to the Outdoor Expo!

If you have any questions regarding the information within this booklet, the sponsorship process, how to begin planning your sponsorship program, or to request an event registration packet, please contact: [Expo@azgfd.gov](mailto:Expo@azgfd.gov) or



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### **Arizona Game & Fish Department**

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