



Save Recreational Shooting in Arizona

A Special Event to Help Keep Arizona's Public & Private Lands Open to Recreational Shooting

April 12, 2014

Clay Target Center at the Ben Avery Shooting Facility
5060 W. Skeet Street, Phoenix, Arizona

Summary

Tread Lightly! and Arizona Game and Fish Department (AGFD) are working together, along with the Bureau of Land Management (BLM) and US Forest Service to keep Arizona's public and private lands open for opportunities to enjoy responsible recreational shooting.

Our plan is to implement education, outreach and engagement strategies to heighten individuals' sense of good stewardship and foster site-stewards through volunteerism. However, we cannot do it alone and need the support of recreational shooters and the industries that serve them to save recreational shooting in Arizona.

On April 12th, AGFD and Tread Lightly! are hosting a fun-shoot, dinner and auction to raise awareness on the importance of protecting access and enhancing opportunities to enjoy recreational shooting and generate funding to support the long term implementation strategies of the *Respected Access is Open Access* campaign.

Join us as an Event Sponsor! All revenues generated will be used to offset the costs of this special event then 100% of the profits will be dedicated to fund the campaign in Arizona.

SPONSORSHIP OPPORTUNITIES LISTED ON THE FOLLOWING PAGE.

Introduction

While excise taxes on firearms and ammunition generate a significant portion of state fish and game budgets, funding for federal land conservation and recreation continues to disappear. Millions of Americans depend on access to federally managed lands to enjoy all types of outdoor recreation including hunting, fishing, and recreational shooting, especially in the Western U.S. where a defining feature is vast tracts of federal public land.

It is of national importance to protect and enhance opportunities for people to enjoy hunting, fishing and recreational shooting in America and stem the alarming trend of federal lands closures to recreational target shooting. Prompted, in part, by poor shooter behaviors, albeit a minority with the shooting sports community, this trend must be reversed.

Needs/Problems

In 2011, the Sonoran Desert National Monument (SDNM), adjacent to the rapidly growing Phoenix metro area, captured the attention of a federal advisory committee, the Wildlife and Hunting Heritage Conservation Council (WHHCC) because the BLM was preparing to completely close the SDNM to recreational target shooting.

Totalling nearly 500,000 acres of unique desert landscape, the SDNM is one of the last parcels of public lands within a 30 mile radius of Phoenix to remain open to recreational shooting. As an alternative to closure, the WHHCC offered to work with the BLM to identify solutions to the issues surrounding recreational shooting. The WHHCC asked Tread Lightly! to help AGFD, the BLM and Forest Service develop a plan to establish a model public/private partnership to help keep Arizona's public lands open to recreational shooting, especially the Sonoran landscape. This partnership is considered a pilot project and, if successful, intended for national application or replication in other states.



Goal

Keep Arizona's public & private lands open to recreational shooting

Objectives

By building trust, credibility and creating an ever-growing circle of stakeholders, the *Partnership* is pooling resources and implementing strategies designed to:

- facilitate and increase stakeholder collaboration
- improve cross-agency cooperation and communications
- foster good environmental stewardship and promote the value of outdoor recreation, particularly to America's youth
- provide volunteers the opportunities to demonstrate their commitment to conservation and protect outdoor recreation as part of America's heritage, especially activities like hunting, fishing, boating and recreational shooting sports
- protect recreation access and opportunities through restoration of habitat, improving maps, signage and access points, and/or revitalizing dilapidated recreation infrastructure, even new construction
- support law enforcement programs and services to educate visitors about rules, regulations, responsible recreation and acceptable behaviors, and enforce laws and ordinances when necessary
- evaluate the progress, success, and long-term sustainability of the partnership through monitoring, adaptation and reporting

Sponsor Promotional Plan

Platinum Sponsorship – \$5,000 (Cash and/or Product)

Includes recognition in event title, i.e. *Save Recreational Shooting in Arizona presented by...X*, Top-tier logo placement in event program, on event signs, signage at bar, recognition during introductory PowerPoint presentation and in event press release, as well as 10 complimentary tickets to fun-shoot and dinner.

Gold Sponsor – \$2,500 (Cash and/or Product)

Includes second-tier logo placement in event program, on event signs, signage at bar, recognition during introductory PowerPoint presentation and in event press release, as well as 6 complimentary tickets to fun-shoot and dinner.

Silver Sponsor – \$1,500

Includes logo placement in event program, on event signs, signage at bar, recognition during introductory PowerPoint presentation and in event press release as well as 4 complimentary tickets to fun-shoot and dinner.

Copper Sponsor -- \$500

Includes logo placement in event program, on event signs, recognition during introductory PowerPoint presentation as well as 4 complimentary tickets to dinner.

Brass Sponsor -- \$250

Includes logo placement in event program, on event signs and 2 complimentary tickets to dinner.

Event Organizers

Tread Lightly! and its partners lead a national effort to protect and enhance recreation access and opportunities by promoting outdoor ethics and stewardship programs. The organization's goal is to balance the needs of the people who enjoy outdoor recreation with our nation's need to maintain healthy ecosystems and thriving populations of fish and wildlife. The scope of its work includes both land and water and is representative of nearly every form of outdoor recreation including recreational shooting, hunting and fishing.

The mission of the Arizona Game and Fish Department is to conserve, enhance, and restore Arizona's diverse wildlife resources and habitats through aggressive protection and management programs, and to provide wildlife resources and safe watercraft and off-highway vehicle recreation for the enjoyment, appreciation, and use by present and future generations.



Donation Commitment Form
Save Recreational Shooting Event – April 12, 2014
Protect Access and Recreational Shooting in Arizona

Please fill out and return this form by **April 1, 2014**

Return to: Tread Lightly!, c/o Dianne Olson, 353 E. 400 S., Salt Lake City, Utah 84111 or
dianne@treadlightly.org

Contact: 800-966-9900 ext 13

Yes! I would like to support the Save Recreational Shooting event as:

_____ **Platinum Sponsor** - \$5,000 *(Cash and/or product)*

_____ **Gold Sponsor** - \$2,500 *(Cash and/or product)*

_____ **Silver Sponsor** - \$1,500

_____ **Copper Sponsor** - \$500

_____ **Brass Sponsor** - \$250

\$ _____ **Total Contribution** *(cash and/or product)*

Company Name:

Point of Contact: _____ Email: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Website: _____

Company Phone Number: _____

Charge: Complete the information below and fax to: 801-990-9807 or call 800-966-9900 ext 13

Please charge a \$_____ donation to my: ___ Visa ___ MasterCard ___ American Express

Card Number: _____

Print name as it appears on card: _____

Signature _____

Check: Please make your check payable to **Tread Lightly!** & include "Save Rec Shooting" on the check and return it along with this form to: **353 E. 400 S. Suite 100, Salt Lake City, UT 84111**

Product Donation: Please list the items that you would like to donate in lieu of cash for this event
Contributions will be assessed according to their wholesale value

Product name:	
Retail Value:	Wholesale Value:
Quantity Donating:	
Product Description: (Be sure to include all pertinent information so your company and product can be promoted during the event.)	

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Upon receipt Tread Lightly! will:

- Send a confirmation & receipt for your sponsorship
- Forward the registration form to process tickets for the event
- Forward product shipping and delivery information
- Request a high resolution logo for inclusion in event materials

For inclusion in event signage, sponsorship must be confirmed by April 1st

Tread Lightly! is a nonprofit 501(c)(3) organization dedicated to promoting responsible outdoor recreation through education and stewardship. Donations are tax deductible under our Federal I.D. #87-0481456.