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

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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

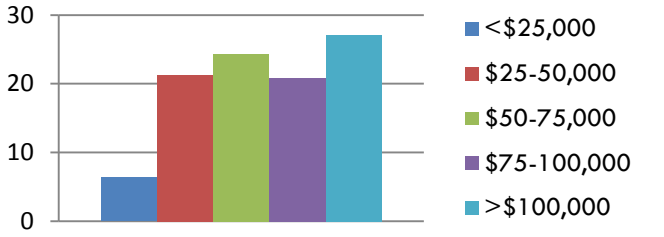
- $324,800 spent within the Expo gates
- $358,100 spent outside of the Expo
- $682,900 Direct Economic Impact to the Community
- 51% intend to buy equipment as a result of the Expo
- Expo crowds reach far beyond North Phoenix

Age

18 to 35	23%
36 to 50	45%

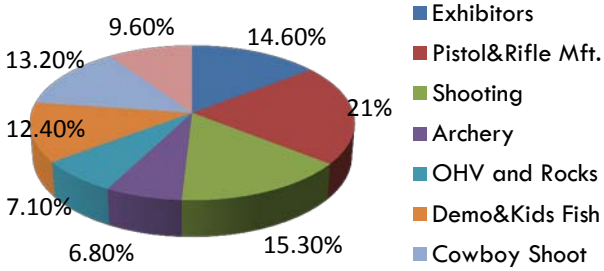
Gender

Male	70%
Female	30%



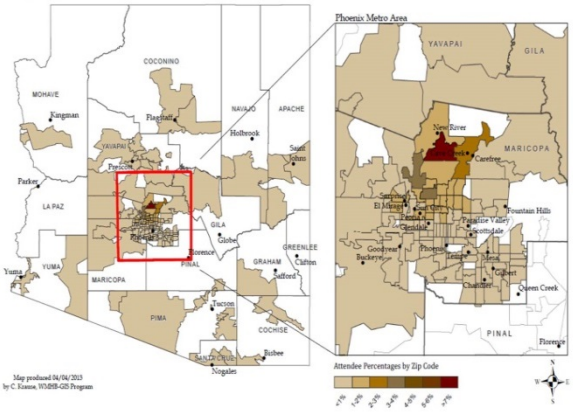
Annual Income

<$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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Arizona Game & Fish Department OUTDOOR EXPO 2014

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:

AIRPARK Dodge RAM Jeep · Cabela's World's Foremost · Weatherby · aps · Ruger · Winchester · U.S. Fish & Wildlife Service · White Flyer Targets · Remington One moment. One shot. · Sundt · Every Season Starts At Dick's Sporting Goods · Woodruff BWC Construction · Diamond Ridge Development · LPC

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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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About the Event

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
- Fishing
- Hunter Education
- Archery
- Shooting Sports
- Camping
- Boating
- 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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Sponsor Opportunities

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

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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Sponsor Packages

Due to publication schedules, sponsorship commitment and payment must be received by **5PM MST January 24th** 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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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

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

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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 or

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