

2017

Arizona Game & Fish Department

OUTDOOR EXPO



Sponsorship Information and
Opportunities Packet

Saturday and Sunday
March 25th & 26th, 2017

Event to be held at the
Ben Avery Shooting Facility

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

Madeline Gaffney
Expo Registrar
623.236.7224
Expo@azgfd.gov - or
MGaffney@azgfd.gov
www.azgfd.gov/expo

Save the

Date:

March 25-26,
2017

2017 Arizona Game & Fish Department OUTDOOR EXPO

Why you need to be here

The 2015 Outdoor Expo drew a total crowd of **39,000** over the three-day event including **5,900** attending on Friday's Youth Day.

2015 FACTS

- \$475,300 spent within the Expo gates
- \$498,700 spent outside of the Expo
- \$974,000 Direct Economic Impact to the Community
- 41% intend to buy equipment as a result of the Expo
- Expo crowds reach far beyond North Phoenix



Age

18 to 35	25%
36 to 50	41%
51 to 65	23%
66+	11%

Gender

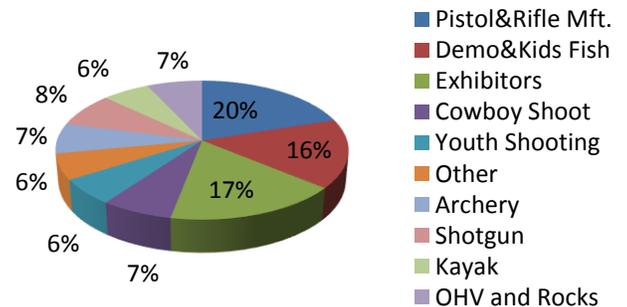
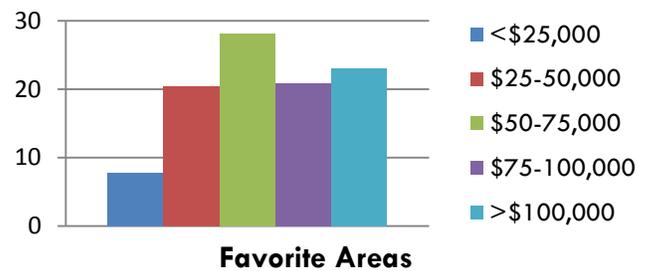
Male	70%
Female	30%

Annual Income

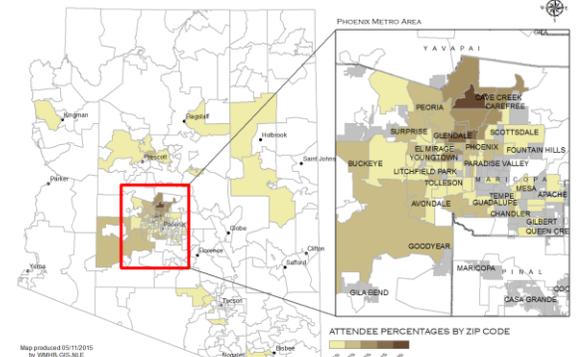
<\$25,000	7%
\$25-50,000	21%
\$50-75,000	29%
\$75-100,000	20%
>\$100,000	24%

Top Reported Exhibit Draw

Exhibitors	98%
Pistol & Rifle Mft.	74%
Presentations	74%
Demo & Kids Fish	65 %
Lake Paddlemore	62 %
Cowboy Shooting	62 %
Shotgun	61%
Archery	60 %
Boating	59%
Youth Shooting	57%
OHV and Rocks	57%



OUTDOOR EXPO 2015 ATTENDEES BY ZIP CODE
ARIZONA GAME AND FISH DEPARTMENT



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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 the Nation'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! Some previous years' sponsors:



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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 250 exhibitors in several tents – conservation/sportsmen's groups,



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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, 90,000 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
 - 13,000 Twitter followers
 - 26,000 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 must be received by **5 PM 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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Sponsor Packages

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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

The Online Application must be completed for sponsorship credit. Only complete this paper application if NOT planning to attend the event. Please Remember to E-mail your Hi-Res EPS file Logo's to: mgaffney@azgfd.gov

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 2017 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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Signage Guidelines

Sponsors must supply their own signage or banners to identify themselves, however, all signage must be fire retardant and approved by the Department.

Gold Sponsors - Max banner size 15'w x 4' tall limit 2 (on property) in a place approved by the area lead. Additional banners may be placed within your exhibitor areas/ booths not to exceed 10' w x 3'h.

Silver Sponsors - Max banner size 10'w x 3' h limit 1 (on property) in a place approved by the area lead. Additional banners not to exceed 10'x3' may be placed within your exhibitor areas/ booths.

Bronze Sponsors - Max banner size 10'w x 3' h within your exhibitor area or booth if attending the event or in an area to be determined by the area lead if not attending the event.

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

Madeline Gaffney

Special Projects Coordinator

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