

# **BUILD YOUR BRAND**

AMONG THE INDUSTRY'S MOST POWERFUL AUDIENCE



# ***SPONSORSHIP GUIDE***

***FEB. 6-14, 2021*** | PA FARM SHOW COMPLEX  
HARRISBURG, PA

[WWW.GREATAMERICANOUTDOORSHOW.ORG](http://WWW.GREATAMERICANOUTDOORSHOW.ORG)

# THE OFFICIAL NRA GREAT AMERICAN OUTDOOR SHOW SPONSORSHIP GUIDE

**104%**

STUDIES SHOW THAT, ON AVERAGE, SPONSORSHIPS INCREASE BOOTH TRAFFIC BY 104%! MORE TRAFFIC = MORE LEADS = MORE SALES!

Whether you make a splash with a company banner or place your logo in an email blast - there is a way to shine the spotlight on your company at the Great American Outdoor Show.

Guarantee your company's visibility to approximately 200,000 enthusiastic attendees and five million NRA members before, during and after the Show by securing a sponsorship or advertising opportunity, perfectly customized for your company's needs. With a variety of price points, we can find the perfect fit for your company to make you stand above the competition.

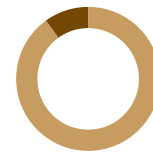
## ATTENDEE PROFILE\*



87% of attendees are male



66% stay longer than 5 hours per day



90% are above the age 30



73% have an income greater than \$75,000/year



56% traveled more than 100 miles to attend the Show

*\*Source: 2020 Great American Outdoor Show Attendee Survey*

## 2020 GREAT AMERICAN OUTDOOR SHOW BY THE NUMBERS

NEARLY  
**200,000**

ATTENDEES

**1,083**

EXHIBITORS

**650,000**

SQUARE FEET OF EXHIBIT HALL



FOR MORE SPONSORSHIP INFORMATION CONTACT YOUR ACCOUNT REPRESENTATIVE:

BRANDY BENNETT | [BBENNETT@NRAHQ.ORG](mailto:BBENNETT@NRAHQ.ORG) | 717-566-8712  
SCOTT BUCK | [SBUCK@NRAHQ.ORG](mailto:SBUCK@NRAHQ.ORG) | 717-566-3279





# PRE-SHOW MARKETING & DIGITAL OPPORTUNITIES



Stand out from the crowd of 1,100+ exhibitors and capture the attention of approximately 200,000 attendees with these targeted marketing sponsorships

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## LOGO ON FLOORPLAN: PRINTED & ONLINE / \$500

Stand out online (400k website views) and in the print directory (50k) by adding your company logo to the floor plan

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## MOBILE APP PUSH NOTIFICATIONS / \$500

Send your company promotion to all Mobile App users (10k) with this cost-effective sponsorship.

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## MOBILE APP SPONSOR - EXCLUSIVE / \$1,750

Your company will be prominently featured on the screens of thousands of app users!

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## WEBSITE BANNER AD / \$5,000 EA.

Promote your product, service, or special offer to website visitors (400k) before the show by advertising on the Show's website and link it to the website of your choice.

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## PRE-SHOW EMAIL BLAST BANNER AD

\$5,000 / FULL NRA MEMBERSHIP EMAIL LIST  
\$3,500 / GAOS TARGET LIST

Tell 3.7 million NRA members about a new product or special offer weeks before the show opens.



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# ON-SITE DISPLAY OPPORTUNITIES



Promote your company to approximately 200,000 attendees as they make their way through the PA Farm Show Complex

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## FLOOR STICKER / \$250 EA.

Place your company logo in a high trafficked area on the exhibit floor.

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## METER BOARDS / \$1,000 EA.

Receive instant brand and company recognition by having your meter board seen repeatedly by every attendee.

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## TICKET BOOTH WRAPS / \$3,000\*

\*EXCLUSIVE TICKET BOOTH SPONSORSHIP / \$7,500

Wrap the attendee ticket booths in your company branding to guarantee every attendee knows you're at the Show.

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## BATHROOM SIGNS / \$2,500

You'll have their undivided attention for several minutes to promote your offer.

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## INTERIOR/EXTERIOR VEHICLE DISPLAYS

STARTING AT \$2,500 / VEHICLE

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## "YOU ARE HERE" SIGN / \$3,000

Sponsor the full-size building maps strategically placed throughout the building and promote your brand on the "You Are Here" signs.

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## DIRECTORY BINS / \$7,500

Every attendee stops at these bins to pick up a Show Directory, where your logo will be prominently featured.

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## TICKET SPONSOR / \$15,000

Get in the hands of nearly 200k attendees by having your company logo prominently displayed on the online and printed Show tickets.



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# ON-SITE DISPLAY OPPORTUNITIES: BANNERS

## 10' X 12' FREESTANDING EXTERIOR BANNER / \$5,000 EA.

Stand out to attendees at first sight and expand your reach well beyond the confines of your booth space by displaying a banner at the main entrance.

## HANGING EXTERIOR BANNER / \$15,000 EA.

Your company will stand out from the crowd and make a splash with this hanging banner at the main entrance of the complex.

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## INTERIOR BANNERS

### ARCHERY HALL

20' x 20' / \$3,500

### CAMERON ST. LOBBY

Mural A

25' x 9' / \$15,000

9'10" x 9' / \$7,500

Mural B

9'10" x 9' / \$7,500

Mural C

42' x 9' / \$15,000

14' x 9' / \$7,500

### 3D ARCHERY SHOOT

8' x 10' / \$500

### MAIN ENTRANCE TO OUTFITTER HALL

3' x 12' / \$3,500

### OUTFITTER HALL

3' x 12' / \$2,500

### MAIN HALLWAY OUTSIDE THE LARGE ARENA (2)

3' x 12' / \$3,500

### MAIN HALLWAY

8' x 10' / \$3,000

6' x 8' / \$2,250

4' x 6' / \$1,500



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# EXHIBITOR PACKAGES



Take advantage of our custom sponsorship packages to help make your marketing a breeze.

## **NEW EXHIBITOR PACKAGE / \$500**

Includes 1/6 page directory ad, clickable logo on online floor plan and one Regional Email Blast.

## **LEGACY EXHIBITOR PACKAGE / \$500**

Includes 1/3 page directory ad and clickable logo on the online floor plan.

## **ON-SITE PROMOTIONAL PACKAGE / \$3,500**

One 8' x 10' banner, one push notification on GAOS mobile app, one Facebook post, 1/3 page directory ad.

## **PRE-SHOW PROMOTIONAL PACKAGE / \$6,500**

Clickable ad on GAOS website, clickable ad in (one) Regional Email Blast, two Facebook posts on GAOS page, ad on online floor plan, and logo on online floor plan.



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# DESTINATION SPONSORSHIPS



Build your brand among the outdoor industry's most powerful audience with one of these special destination sponsorships below.

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## SHOW BAG SPONSOR

Maclay Street Entrance - Outfitter Hall / **\$7,500**  
Cameron Street and on-site parking entrances - Shooting  
Sports Hall / **\$10,000**

## FOOD COURT/CAFE AREA SPONSOR / **\$5,000 EA.**

With naming rights, banners, meterboards, and tabletops, this sponsorship will take your company to the next level.

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## NRA AIR GUN RANGE / **\$10,000**

One of the most popular stops for attendees. As the exclusive sponsor you will receive: Naming rights, 8' x 10' banner, one push notification on GAOS mobile app, one social media post, and 1/3 page directory ad.

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## HALL TITLE SPONSOR / **\$15,000 - \$35,000**

With naming rights, banners, Press Release, directory ad, website ad, and one pre-show email ad, this sponsorship will set your company apart from all others.



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# ***SPECIAL EVENT SPONSORSHIPS***

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There are many must-see events for Great American Outdoor Show attendees. These exclusive sponsorship opportunities contain countless promotional benefits for your company. Take your marketing to the next level with the exclusive opportunities below.

### ***FRIENDS OF NRA BANQUET***

### ***KIDS CASTING CONTEST***

### ***SEMINAR SPONSOR***

### ***NRA COUNTRY CONCERT***

### ***OPENING NIGHT RECEPTION***

### ***NRASTORE***

### ***3D BOWHUNTER CHALLENGE***

### ***SPOT CHALLENGE***



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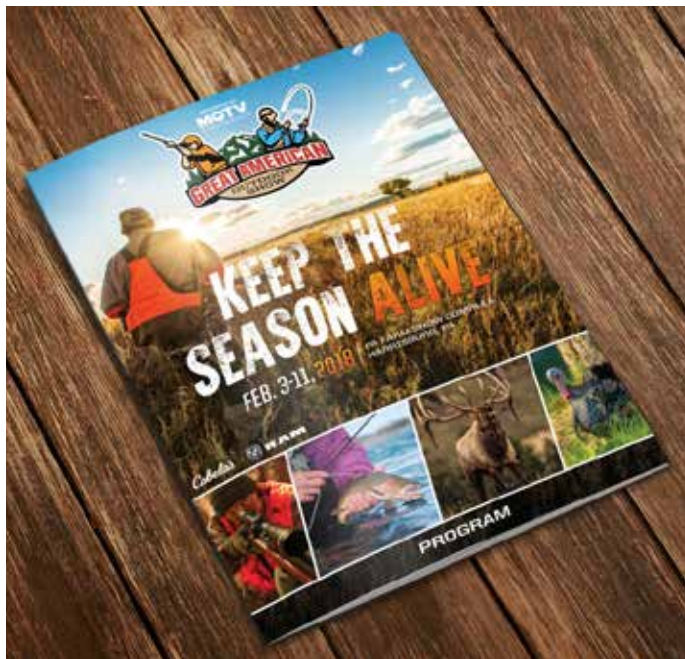
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# PRINT ADVERTISING



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## DIRECTORY AD

- FRONT PAGE STICKY NOTE / \$12,000
- INSERT - EXCLUSIVE / \$10,000
- BACK COVER / \$5,000
- INSIDE COVERS (FRONT & BACK) / \$3,500
- FULL PAGE COLOR / \$1,750
- HALF PAGE COLOR / \$1,000
- 1/3 PAGE COLOR / \$600
- 1/6 PAGE COLOR / \$400
- ENHANCED LISTING / \$150

[CLICK HERE TO DOWNLOAD THE AD ORDER FORM](#)

[CLICK HERE TO DOWNLOAD THE AD SPECS](#)



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# PRESENTING SPONSORSHIP

## **PRESENTING SPONSOR** **- EXCLUSIVE / \$200,000**

- Great American Outdoor Show  
Presented by "Your Company Name"
- Logo and title in first position on all Show promo's -seen by millions- including e-mail, print, outdoor, TV (logo & VO), radio (VO) and web
- Logo and title included on all on-site Show banners and signage
- Press release announcing sponsorship
- Sponsorship will be announced on NRA social media outlets
- Sponsor will receive at least six banners within the PA Farm Show Complex
- Sponsor will receive a full page color ad in a premium location in the Show directory
- Sponsor booth will be highlighted on attendee online floor plan & attendee directory
- Sponsor will receive an ad on attendee online floor plan
- Sponsor will receive a skyscraper ad on home page of Show website
- Sponsor will receive ad on all pre-show and post-show e-mail promotions
- Four tickets to each special event with backstage meet & greet with performers (ex. NRA Country Concert)
- Sponsor will receive a 20x20 booth space

## **ASSOCIATE SPONSOR** **(LIMIT 3) / \$75,000**

- Company Logo in 2nd position on all Show promo's -seen by millions- including email, print, TV (logo), outdoor, and web
- Logo included on all on-site show banners and signage
- Press release announcing sponsorship
- Sponsorship announced on all NRA social media outlets
- Sponsor receives a full page color ad in the directory
- Sponsor will be highlighted on attendee online floor plan & attendee directory
- Sponsor will receive side banner on home page of website
- Sponsor logo will appear on all pre-show and post-show email promotions
- Sponsor will receive three banners to be placed throughout the Show
- Two tickets to each special event ex. NRA Country Concert, Speaking Events
- Sponsor will receive a 10x20 booth space

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## **SPONSORSHIPS SELL QUICKLY AND OPPORTUNITIES ARE LIMITED**

The opportunities listed in this brochure are just a sample of the sponsorship offerings available to you at the Great American Outdoor Show. If you don't see the perfect fit for your company, we'll customize a program to meet your specific needs and goals.



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