



GAOS 2027 SPONSORSHIP GUIDE

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FEBRUARY 6 - 14, 2027 / HARRISBURG, PA

Studies show that sponsorships increase booth traffic by **104%**

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 **200,000+ enthusiastic attendees** and **millions of 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.

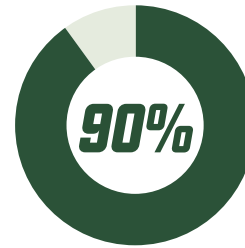
200,000+
Attendees

1,000+
Exhibitors

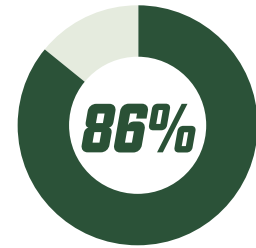
650,000
Sq. Ft. of Exhibit Hall



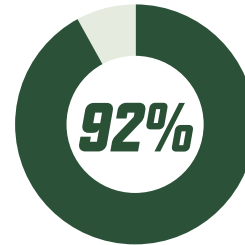
ATTENDEE PROFILE



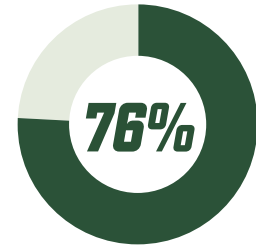
90% male | 10% Female



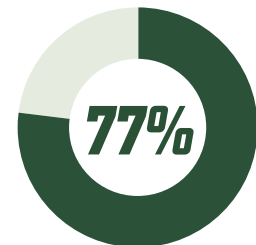
40 or Older



Spend \$1,000+ on Shooting/
Hunting Gear / Year



Have a Household Income
over \$75,000



Plan to Purchase from an
Exhibitor in the next 12 Months

Results from 2026 GAOS Attendee Survey

PRE-SHOW & DIGITAL OPPORTUNITIES

Stand out from the crowd of **1,000+ exhibitors** with these Pre-Show & Digital Opportunities!



LOGO ON FLOORPLAN PRINT & "YOU ARE HERE" MAPS

Stand out in the print directory (50,000 copies), or on show directional maps by adding your company logo to the floor plan

\$1,000

WEBSITE BANNER AD

Promote your product, service, or special offer to web visitors (400k) before the show by advertising on the GAOS website and linking straight to your page. Ad size: 300px x 250px.

\$4,250 ea.

PRE-SHOW EMAIL BANNER AD

Tell 1.7 million NRA members about a new product or special offer weeks before the show opens. 600px x 150px.

\$5,000 Full NRA List
\$3,500 GAOS Target List

MOBILE APP PUSH NOTIFICATIONS

Send your company promotion to all Mobile App users with this cost effective sponsorship. **15,110 Downloads** in 2026. (Max: 3 per Exhibitor)

\$1,000 ea.
\$2,500 for 3

EXCLUSIVE!

MOBILE APP EXCLUSIVE SPONSOR

Your company logo featured on all Mobile App promotions and announcements, and much MORE with this exclusive sponsorship! **15,110 Downloads** in 2026.

\$12,000

EXCLUSIVE!

AI CHAT BOT EXCLUSIVE SPONSOR

Promote your company with attendees using the NRA AI chat bot feature. Attendees use this to get all of their show questions answered so be sure to reach out quickly to secure your exclusive now!

\$15,000

ON-SITE DISPLAY OPPORTUNITIES

Promote your company to **200,000+ attendees** as they make their way through the Pennsylvania Farm Show Complex

FLOOR DECAL

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

\$500 ea.

METERBOARDS

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

\$2,000 ea.

EXCLUSIVE!

DIRECTORY BINS

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

Five (5) bins total.

\$7,500

INTERIOR / EXTERIOR VEHICLE DISPLAY

Catch the attention of all attendees by placing your company branded vehicle in a high traffic location.

Starting at **\$3,500 ea.**

EXCLUSIVE!

“YOU ARE HERE” SIGN

Three (3) full-size show maps placed throughout the building where your logo will be featured prominently.

\$3,500

EXCLUSIVE!

TICKET BOOTH WRAPS

\$3,500: Maclay St. Entrance

\$5,000: Cameron St. Entrance

\$6,500: Shooting Sports Entrance

\$12,000 All Entrances

INFLATABLES

Promote your company or brand with an engaging inflatable in a high traffic location!

\$1,500

RESTROOM SIGNS

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

\$5,000 Per Restroom

\$10,000 Exclusive

EXCLUSIVE!

TICKET SPONSOR

Get in the hands of 200,000+ attendees with your company logo prominently displayed on ALL Show tickets.

\$15,000

ON-SITE BANNER OPPORTUNITIES

Take advantage of a high-visibility banner promoting your brand on the exterior of the building, or inside the complex.

EXTERIOR BANNERS

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

10' x 12' Freestanding
Exterior Banner

\$5,000 ea.

Hanging Exterior Banner

\$15,000 ea.

Production costs not included.

INTERIOR BANNERS

Get the attention of attendees with a banner inside the main hallway OR, target your audience with a banner hung in a specific hall.

Archery Hall

20' x 20' - **\$3,500**

Cameron St. Lobby

25' x 9' - **\$15,000**

9'10" x 9' - **\$7,500**

42' x 9' - **\$15,000**

14' x 9' - **\$7,500**

3D Archery Shoot

8' x 10' - **\$1,200**

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**

EXHIBITOR PACKAGES

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

NEW EXHIBITOR PACKAGE

Includes 1/6 page directory ad and logo next to your printed directory listing and on the printed floorplan map.

\$1,000

LEGACY EXHIBITOR PACKAGE

Includes 1/3 page directory ad and logo next to your printed directory listing and on the printed floorplan map.

\$1,000

ON-SITE PROMOTIONAL PACKAGE

One 8' x 10' banner placed prominently in the Spine (outside the Large Arena), one push notification on GAOS mobile app, one mention in a GAOS Facebook post, 1/3 page directory ad.

\$6,000

PRE-SHOW PROMOTIONAL PACKAGE

Clickable ad on GAOS website, clickable ad in (one) Regional Email Blast, two mentions in a GAOS Facebook post, and logo on printed floor plan.

\$7,500

PRINT DIRECTORY ADVERTISING

Separate yourself from the competition with an advertisement in the Show Directory. This high-quality, full-color directory not only serves as a road map for attendees during the show, but also a go-to resource for years to come.

Front Cover Adhesive - Exclusive: **\$15,000**

Insert - Exclusive: **\$10,000**

Back Cover - Exclusive: **\$7,500**

Inside Front Cover - Exclusive: **\$5,000**

Inside Back Cover - Exclusive: **\$5,000**

Full Page Ad: **\$1,750**

Half Page Ad: **\$1,100**

1/3 Page Ad: **\$700**

1/6 Page Ad: **\$450**

Enhanced Listing: **\$300**

(Logo in Printed Directory)

[Click Here to Download the Ad Order Form](#)

[Click Here to Download the Ad Specs](#)

Order Deadline
January 4, 2027

Material Deadline
January 6, 2027



DESTINATION SPONSORSHIPS

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

SHOW BAG SPONSOR

Free bags with your company's logo distributed at the entrance and offered to all attendees to carry throughout the show!

Maclay St. Entrance

\$7,500

Cameron St. Entrance

\$10,000

Shooting Sports Hall Entrance

\$10,000



FOOD COURT AND CAFE AREA SPONSOR

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

\$7,500 ea.

EXCLUSIVE!

SHOOTING RANGE

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 mention in a GAOS Facebook post, and 1/3 page directory ad.

\$12,500

EXCLUSIVE!

HALL TITLE SPONSOR

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.

\$25,000 - \$45,000

SPECIAL EVENT SPONSORSHIPS

There are many must-see events within GAOS. These sponsorship opportunities provide company recognition and countless promotional benefits. **Get in front of all attendees** with these customizable opportunities!

FRIENDS OF NRA BANQUET

A night of auctions, raffles, firearms and fun with fellow Second Amendment supporters!

NRA COUNTRY CONCERT

A night of music, freedom, and fun, the NRA Country Concert is one of the most popular events at the show!

OPENING NIGHT RECEPTION

Kick off the show by sponsoring the ribbon cutting ceremony and opening night reception!

3D BOWHUNTER CHALLENGE

Featuring 30 shots at an assortment of 3D targets competitors shoot for fun or to win trophies and prizes.

SEMINAR SPONSOR

GAOS offers a wide range of FREE educational content to attendees. Sponsor a seminar to gain visibility with your target audience.

KIDS CASTING CONTEST

A fun competition where kids have the chance to learn to cast, pitch, and flip a fishing rod!

SPOT CHALLENGE

A Show favorite event where competitors test their skills archery skills and win prizes. This event is watched by hundreds of attendees.

Get Your Custom Quote Today!

Contact one of our Account Representatives to receive a custom quote or to answer any questions!

PRESENTING SPONSOR

EXCLUSIVE!

Become the Presenting Sponsor of the World's Largest Outdoor Show! Receive maximum exposure to 200,000+ GAOS attendees as well as millions of NRA members from across the country.

\$200,000

Includes...

- 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
- One large-scale highway billboard add in the Harrisburg area

ASSOCIATE SPONSOR (Limit 2)

As an Associate Sponsor, you'll receive significant exposure to Great American Outdoor Show attendees and NRA members, as well as tons of excellent add-ons and opportunities, all for a great value.

\$100,000

Includes...

- 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
- One large-scale highway billboard add in the Harrisburg area

SPONSORSHIPS SELL FAST & OPPORTUNITIES ARE LIMITED

The opportunities listed in this brochure are just a sample of the many 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.

Visit our website at www.GreatAmericanOutdoorShow.org for more information regarding the show or contact your specific hall Account Representative!

February 6 - 14, 2027 | Harrisburg, PA
Pennsylvania Farm Show Complex

FOR MORE INFO



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