

DEER30 Outdoors



**2015
Sponsorship
Opportunities**

DEER30 Outdoors, Who are we?

We Are a dynamic group of six hunters and fishermen all passionate for the outdoors, the sports of hunting and fishing, and the desire to share our knowledge and experience with others. I, Randy Ott (owner) have over 20 years of combined hunting experience, from my home state of Maryland, the mountains of southwest Virginia, and the piedmont of Georgia in chasing white-tailed deer, eastern wild turkey, and various small game and upland birds. My five contributors are all close friends who share my love of early mornings and close encounters of the animal kind and combine for another 50+ years of hunting experience. Although not on my "staff," they are an essential part of my company.



Not only do they film their hunts, share trail camera photos, etc. from their local hunting grounds of southwest Virginia and Frederick County, Maryland, but I have had the privilege of playing a first hand role in introducing three of them to the sport of hunting. I took great pleasure in watching them learn and being successful in harvesting their first game animals. So much so in fact, that it inspired me to reach out to as many folks as I could who may also be curious about hunting but were not sure how to get started.

DEER30 Outdoors was born one morning in 2010, as I and a good friend/contributor, Kevin Jones, got geared up for an early season bow hunt in southwest Virginia. As we eased the truck door shut, he whispered "Do you know what time it is?" As I fumbled for my watch, he answered "It's DEER:30!" and the name stuck. It took another two years to decide on and develop a website for which to present ourselves and our experiences in a quality fashion. Now in our fourth year of operation, www.deer30outdoors.com is attracting more and more visitors from around the world to check out our photo galleries, video clips, wild game recipes, and our very popular articles written on subjects ranging from animal anatomy to hunting tactics and stories. Based upon the website's growing popularity, in October of 2013, I decided to finally make my dreams a reality and registered **DEER30 Outdoors, LLC** for a business license in Clarke County, Georgia. It is with good fortune that the trail of life has since lead me back to friends and family and to one of my favorite areas on this earth, the mountains of Giles County, Virginia, where **DEER30 Outdoors, LLC** now calls home.

What sets this company apart from many of the other outdoor television programs on the air and the web today is that we *are* the "regular Joes" of the hunting world. The hard working average Americans tuning in to outdoor programs typically do not own or lease large farms, or ranches managed for trophy whitetails such as those being seen on current programming. They are the guys and gals who head out to the family farm, a 10 acre lot that they got by permission from a friend, or public land with hopes that the *one* "big one" will wander by their stand. That's us! That's what makes our approach so appealing to these viewers. We film ourselves or each other, hunting primarily the same kind of places as these viewers, only our dedicated surveillance has shown that there is more than one big whitetail or longbeard roaming our grounds. The only large tracts of land we frequent are most often the rugged mountains of southwest Virginia in the

Jefferson National Forest. Faint hearts and tired legs keep most from venturing too deep, leaving the bucks and gobblers to grow big and offering us the chance to hunt for trophies in our own backyard. We also satisfy our need for diversity by embarking on a once a year excursion to the Midwest. Although we are confident that mature bucks can be harvested at home, its no secret that certain areas of the country harbor better numbers of mature, quality whitetails than others and we enjoy the thrill of "what could be" as much as the next. The 2013 fall deer season was my first opportunity to capture my friend/contributor Adam Keffer's sixth Illinois in November hunt on camera. The experience was fantastic in that not only did he harvest a good deer, but I got great footage and had a great time in camp.



Trail Camera photo provided by Daniel Hutchison (DEER30 Outdoors, LLC contributor) from Virginia

Our friendship, and the showcasing of hunts from locations that could be the farm next door or public lands where the viewer could literally walk in our footprints, gives our video(s) a variety and appeal to the common outdoorsman. Local and state pride always captures a viewer's interest and curiosity, and that is what we are doing at DEER30 Outdoors. With the support to fulfill our own fantasies of traveling the country/world on hunting/fishing adventures, we can also help share the stories of others and showcase hunting experiences from their neck of the woods while educating the viewers with tips, tactics, gear, and information about those who support us along the way.

It has been our pleasure to watch our popularity grow and to find other hunters citing our website in support of their own personal views and values when it comes to the outdoors; or to hear comments posted through the website and other social medias about how one of our tips made them a more accurate shooter or successful in the field. This is the kind of positive impact that we are having on the outdoors community and we want to have the opportunity to reach out to even more.

WWW.deer30outdoors.com Views

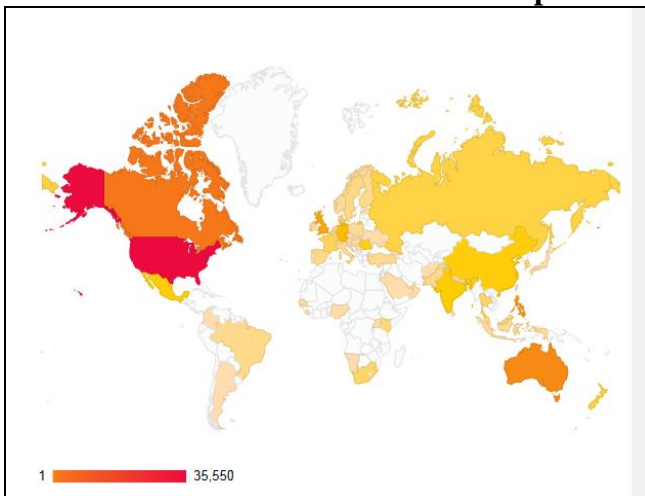
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2012		35	648	919	647	947	1,856	1,381	1,537	1,989	1,767	1,720	13,446
2013	937	631	895	1,429	1,174	774	1,520	1,923	2,172	4,018	4,607	3,519	23,599

View statistics generated by Wordpress with Jetpack plugin and are current as of 12:00am 1/1/14

The Company Goals are beautiful in their simplicity. *DEER30 Outdoors, LLC* is a company founded on the basic principles of sharing the outdoor experiences of hunting and fishing with friends, family, and as many people around the world that can be reached. I wish to continue to grow this company's popularity as a source of entertainment and education through the promotion of getting others involved in the outdoors. Whether it is by picking up a bow, wetting a line, or just taking a stroll through the woods, I want us to be the ones that get a child interested, which in turn gets the parents curious, and thereby creating another generation of sportsmen to protect the natural resources which we are so lucky to have available to us. With interest, comes involvement. With involvement, comes value, and when something is valued, it is protected. Lofty, I know, but in my opinion that is the way one must think when they are passionate about what they do and wish to be a part of securing it for others and the future.

How do we get there? By developing ourselves as one of the top resources for our viewers to turn to when they need advice on how to hunt a new game animal, or maybe for the first time; how to fish for small mouth bass in the spring or muskies in the summer; what weapon, ammunition, etc. Then presenting this knowledge and experience in a high quality and entertaining way so that it is not only retained but motivates that viewer to return again and again. We can do this through our website, social media, DVD's, and ultimately magazine publications and network television thereby generating awareness, interest, and profit for ourselves and our supporters along the way. But we can't do it alone.

Global Website Views Distribution Map



map produced by wordpress.com

Become a Friend of DEER30 Outdoors Today!

Sponsorship is how you can help yourself and DEER30 Outdoors, LLC achieve its goals of keeping the privilege of hunting alive and growing its participants through entertainment and education.

Your sponsorship will support us by improving our technical capabilities and by helping to increase awareness, interest, and numbers of viewers by doing the following:

- Maintaining and updating our website (www.deer30outdoors.com) and social media pages currently reaching tens of thousands annually with vital information, new events, experiences, tips, tactics, wild game recipes, video and photo galleries.
- Entrance/service fees for public venues such as local festivals, fairs, gun shows, etc.
- Upgrading camera and video editing equipment to better capture our hunting experiences and present them in a professional and quality fashion.
- Purchase new or provide (see merchandise section) hunting equipment and apparel to improve opportunities for game harvest success.
- Expand our hunting opportunities by allowing us to hunt/fish more often, more locations, and for a variety of game species. Included in this area of support would be items such as license fees, outfitter/guide fees, travel expenses, etc.
- Material expenses for DVD production, advertising, printing costs, etc.
- Providing us with equipment/products for testing and endorsement

By sponsoring DEER30 Outdoors, LLC, **YOU** will receive increased advertising and exposure of your brand and/or product to tens of thousands of viewers through our established website, DVD's, video clips, and social media sites (Facebook, Twitter, & YouTube). Many thousands more at festivals/gatherings/shows in which DEER30 Outdoors may participate, as well the general public via signage and decals. DEER30 Outdoors, LLC will also offer product/service reviews and endorsements through the same avenues listed for any product provided by the sponsor and found to be of high quality, lending credibility to the product and your brand (see merchandise section).

Annual Sponsorship Levels

Platinum Level

- | | |
|--|---|
| \$5,001+/yr or equivalent in merchandise | <ul style="list-style-type: none">• Logo/Name Banner at display booth for public fairs, festivals, etc.• Logo/Name on T-shirt sleeve or back of DEER30 Outdoors representative at booth & those for public sale• Logo/Name and Link on DEER30 Outdoors website and social media pages• Logo/Name on Print or Web Advertisements• Logo/Name placed on vehicle• Logo/Name in video productions• Other |
|--|---|

Gold Level	
\$1,001-\$5,000/yr or equivalent in merchandise	<ul style="list-style-type: none"> • Logo/Name on sponsor poster/display board at display booth for public fairs, festivals, etc. • Logo/Name on T-shirt back of booth representative & those for public sale • Logo/Name and Link on DEER30 Outdoors website & social media pages • Logo/Name on Print or Web Advertisements • Logo/Name in video productions • Logo/Name placed on vehicle •Other
Silver Level	
\$501-\$1,000/yr or equivalent in merchandise	<ul style="list-style-type: none"> • Logo/Name and Link on DEER30 Outdoors website, Facebook page, & YouTube page •Logo/Name in video productions • Logo/Name placed on vehicle •Other
Bronze Level	
\$251-\$500/yr or equivalent in merchandise	<ul style="list-style-type: none"> • Link on DEER30 Outdoors website to sponsors website (if applicable) • Logo/Name on DEER30 Outdoors website
Entry Level	
\$100-\$250/yr	<ul style="list-style-type: none"> • Logo/Name on DEER30 Outdoors website

Specifics for Sponsorship Recognition

Platinum Sponsor \$5,001+ or equivalent in merchandise

An individual or corporation who makes a payment of \$5,001 or more or merchandise/service of equivalent value to DEER30 Outdoors, LLC will be considered a **Platinum Sponsor** and is entitled to the following marketing opportunities:

- **Logo/Name Banner at Booth** - Banner logistics such as size, material, weight, and hanging capability will be determined by the donor and DEER30 Outdoors, LLC prior to the day of the event. The banner will go up no later than the 1st day of the event and will be taken down upon the event's end. The sponsor will be responsible for providing a banner, at own cost, to DEER30 Outdoors, LLC. A DEER30 Outdoors, LLC representative will be responsible for returning the banner to the sponsor.
- **Logo/Name on T-shirt Sleeve or Back**- A sponsor logo, will be printed on one sleeve or the back of the t-shirt, whichever provides greatest prominence based upon total number of sponsors, worn by a DEER30 Outdoors representative at the event booth and on select t-shirts available for public sale. In the event of multiple platinum sponsors, logos of the highest contributing sponsor will appear on the shirt sleeve(s). Logos from additional sponsors shall be placed on the back of the t-shirt. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file a minimum of 3 weeks prior to the event.

The donor shall be responsible for the additional printing costs of the logo up to \$100. Size of logo to be determined by printing company.

- **Logo/Name and Link on DEER30 Outdoors, LLC website** - Logo will appear in the footer of the DEER30 Outdoors, LLC website and on the sponsor page with a link to the donor's website (if applicable) under the "Recommended Products," "Sponsors," or both (if relative) sections.
- **Logo/Name and Link on DEER30 Outdoors, LLC social media pages** -). Logo and link (if applicable) will appear on the DEER30 Outdoors, LLC Facebook, YouTube, and Twitter pages.
- **Logo/Name on print or web advertisements** - any paid advertisements by DEER30 Outdoors or written publications will include the Platinum Sponsor logo/name in large, bold print.
- **Logo/Name in Video Productions** - DEER30 Outdoors, LLC will include a visual screening of products in use, logos on products/equipment, or audio announcement of the sponsor's name, visual logo, or any combination thereof, during all video productions posted to social media, DEER30 Outdoors, LLC website, or their annual DVD "The Year Round Hunters." Platinum sponsors will be named at the video's opening/beginning.
- **Logo/Name placed on vehicle** - A vinyl decal shall be made to a size of 12" or more of the sponsor's logo/name and placed on the company vehicle in a location(s) agreed upon by the sponsor and DEER30 Outdoors, LLC. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file.
- **Other** - DEER30 Outdoors, LLC will make their best effort to include the Platinum Sponsor logo or name on all marketing opportunities, which may include print, television, web, or radio.

**all marketing opportunities are subject to print due dates. Any sponsorships that are secured after print due dates will forfeit that particular opportunity. DEER30 Outdoors, LLC will do their best to honor any sponsorships in the appropriate marketing venues.*

Gold Sponsor \$1,001-\$5,000 + or equivalent in merchandise

An individual or corporation who makes a payment of \$1,001- \$5,000 or merchandise/service of equivalent value to DEER30 Outdoors, LLC will be considered a **Gold Sponsor** and is entitled to the following marketing opportunities:

- **Logo/Name on Booth Poster/Display Board** - Poster logistics such as size and location will be determined DEER30 Outdoors, LLC prior to the day of the event, and Logo/name size will be determined based upon the determined constraints. The poster will go up no later than the 1st day of the event and will be taken down upon the event's end. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file a minimum of 3 weeks prior to the event. DEER30 Outdoors, LLC shall retain possession of the poster/display board after the event for future use.

- **Logo/Name on T-shirt Back** - A sponsor logo, will be printed on the back of the t-shirt worn by a DEER30 Outdoors representative at the event booth and on select t-shirts available for public sale. In the event of multiple platinum sponsors requiring platinum sponsor logos to be placed on the back of the shirt, logos of Gold level sponsors shall be placed under the platinum sponsor's logo(s) at a reduced. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file a minimum of 3 weeks prior to the event. The donor shall be responsible for the additional printing costs of the logo up to \$100. Size of logo to be determined by printing company.
- **Logo/Name and Link on DEER30 Outdoors, LLC website** - Logo will appear in the footer of the DEER30 Outdoors, LLC website or on the sponsor page, or both depending upon availability and contribution amount. A link to the donor's website (if applicable) under the "Recommended Products," "Sponsors," or both (if relative) sections.
- **Logo/Name and Link on DEER30 Outdoors, LLC social media pages** -). Logo and link (if applicable) will appear on the DEER30 Outdoors, LLC Facebook, YouTube, and Twitter pages.
- **Logo/Name on print or web advertisements** - any paid advertisements by DEER30 Outdoors or written publications will include the Gold Sponsor logo/name on the sponsors page in medium, bold print.
- **Logo/Name in Video Productions** - DEER30 Outdoors, LLC will include a visual screening of products in use, logos on products/equipment, or audio listings of the donor's name, visual logo, or any combination thereof, during all video productions posted to social media, DEER30 Outdoors, LLC website, or their annual DVD "The Year Round Hunters." Gold sponsors will be named at the video's opening/beginning if time/space is available or they shall be the first sponsors announced upon the video's conclusion based upon contribution.
- **Logo/Name placed on vehicle** - A vinyl decal shall be made to a size up to 12" of the sponsor's logo/name and placed on the company vehicle in a location(s) to be chosen by DEER30 Outdoors, LLC. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file.
- **Other** - DEER30 Outdoors, LLC will make their best effort to include the Gold Sponsor logo or name on all marketing opportunities, which may include print, television, web, or radio.

**all marketing opportunities are subject to print due dates. Any sponsorships that are secured after print due dates will forfeit that particular opportunity. DEER30 Outdoors, LLC will do their best to honor any sponsorships in the appropriate marketing venues.*

Silver Sponsor \$501-\$1,000 or equivalent in merchandise

An individual or corporation who makes a payment of \$501-\$1,000, equivalent in merchandise/service, or any combination thereof, to DEER30 Outdoors, LLC will be considered a **Silver Sponsor** and is entitled to the following marketing opportunities:

- **Logo/Name and Link on DEER30 Outdoors, LLC website** - Logo will appear on the sponsor page of the DEER30 Outdoors, LLC website. A link to the donor's website (if applicable) under the "Recommended Products," "Sponsors," or both (if relative) sections.
- **Logo/Name and Link on DEER30 Outdoors, LLC social media pages** -). Logo and link (if applicable) will appear on the DEER30 Outdoors, LLC Facebook, YouTube, and Twitter pages.
- **Logo/Name in Video Productions** - DEER30 Outdoors, LLC will include a visual logo at the end of all video productions posted to social media, DEER30 Outdoors, LLC website, or their annual DVD "The Year Round Hunters." Silver sponsors will have their name announced during the presentation of their logo.
- **Logo/Name placed on vehicle** - A vinyl decal shall be made up to a size of 8" of the sponsor's logo/name and placed on the company vehicle in a location(s) to be chosen by DEER30 Outdoors, LLC. Logo must be provided by the sponsor to DEER30 Outdoors as a high-resolution electronic .PNG file.
- **Other** - DEER30 Outdoors, LLC will make their best effort to include the Silver Sponsor logo or name on all marketing opportunities, which may include print, television, web, or radio.

**all marketing opportunities are subject to print due dates. Any sponsorships that are secured after print due dates will forfeit that particular opportunity. DEER30 Outdoors, LLC will do their best to honor any sponsorships in the appropriate marketing venues.*

Bronze Sponsor \$251-\$500 or equivalent in merchandise

An individual or corporation who makes a payment of \$251-\$500, equivalent in merchandise/service, or any combination thereof, to DEER30 Outdoors, LLC will be considered a **Bronze Sponsor** and is entitled to the following marketing opportunities:

- **Logo/Name and Link on DEER30 Outdoors, LLC website** - Logo will appear on the sponsor page of the DEER30 Outdoors, LLC website. A link to the donor's website (if applicable) under the "Recommended Products," "Sponsors," or both (if relative) sections.

Entry Level Sponsor \$100-\$250

An individual or corporation who makes a payment of \$100-\$250 to DEER30 Outdoors, LLC will be considered an **Entry Level Sponsor** and is entitled to the following marketing opportunities:

- **Logo/Name on DEER30 Outdoors, LLC website** - Logo will appear on the sponsor page of the DEER30 Outdoors, LLC website.

Merchandise, Services & Endorsements

Any individual or corporation may choose to sponsor DEER30 Outdoors, LLC by providing useful merchandise, a service, or combination thereof, or any combination of merchandise, service, and financial contribution under the following conditions:

- Merchandise received is considered a payment or partial payment for the entitlements received by the sponsor. DEER30 Outdoors, LLC retains ownership rights of all merchandise received during and forever after the term of the sponsorship.
- The total value of merchandise, service, financial contribution, or any combination thereof, must be determined, agreed upon by the sponsor and DEER30 Outdoors, LLC and documented.
- Merchandise value does not extend beyond initial term of sponsorship and so shall not be included in additional sponsorships or renewals despite the possibility of continued use by DEER30 Outdoors, LLC.
- Services offered during the term of sponsorship and not rendered or only partially rendered, may be used as or added to addition sponsorship/renewals.
 - a. Example: John Doe's Taxidermy contributes \$2,000 in services. DEER30 Outdoors, LLC uses only \$800 in service fees during the one year term of sponsorship. JDT may include the remaining balance of \$1,200 in the following year's contribution.
- Endorsement, defined as: a public or official statement of support or approval, for any product or service shall be at the discretion of DEER30 Outdoors, LLC after having received and used the product/service.

Notes:

Sponsor Hierarchy

Preference will be given to those individuals and corporations per level of sponsorship and amount of contribution.

Sponsor Privileges

Marketing opportunities listed for each sponsorship level are entitlements and thereby considered the minimum required service to be provided by DEER30 Outdoors, LLC. However, DEER30 Outdoors, LLC reserves the right to grant certain entitlements of higher level sponsorship as "privileges" to lower level sponsors subject to availability.

For example: A Gold Level sponsor may be granted Platinum Sponsor level logo sizes, locations, banners, etc. so long as no Platinum Level sponsorship has been received. Upon receiving a Platinum level sponsor, DEER30 Outdoors, LLC shall revoke all privileges granted to the Gold level sponsor and return them to the standard entitlements listed.

Which and how many privileges shall be granted is at the discretion of DEER30 Outdoors, LLC.

Changing Sponsorship Levels or Contributions

Any individual or corporation may change their level of sponsorship or contribution at any time. Those parties interested in increasing their level of sponsorship shall provide the necessary contributions required to meet the minimum threshold of the level in which they wish to become involved. The entitlements of the new level shall take effect immediately upon receipt of payment. Website, social media pages, publications, etc. shall be updated as soon as possible with any changes to print, logo size, location etc. Any changes to the sponsorship status made after the submission of printing deadlines for posters, banners, shirts, etc. are subject to forfeit of that particular activity or additional fees for reprinting.

Those interested in reducing their level of sponsorship or contribution amount shall not be refunded any contribution made unless documentation of a failure upon the part of DEER30 Outdoors, LLC to provide the entitlements specific to their level of sponsorship has been provided. Upon review of the documents received, DEER30 Outdoors, LLC shall render judgment as to whether a refund is warranted.

Parties interested in changing the contribution amount while remaining within the same level of sponsorship may do so at any time and remain subject to the *sponsor hierarchy* (see separate section).

Terminating Sponsorship

All sponsorships shall be for a term of one year from the date the contribution is received. Upon the end of that term, all contributing individuals or corporations may choose to renew or terminate the sponsorship. DEER30 Outdoors shall stop production of materials, including digital, that contain the former sponsor's name, logo, etc. from the termination date forward.

Merchandise provided as part of the sponsor's contribution, may continue to be used by DEER30 Outdoors, LLC after termination. However, DEER30 Outdoors, LLC shall make every effort to distort visual imagery of the sponsor's logo so not to suggest to a viewer continued involvement by the former sponsor.

Services offered as part of the sponsor's contribution and not rendered or only partially rendered remain valid for the remaining balance after termination.

Any individual or corporation choosing to terminate the sponsorship prior to the completion of the agreed term, shall forfeit all contributions made unless documentation of a failure upon the part of DEER30 Outdoors, LLC to provide the entitlements specific to their level of sponsorship has been provided. Upon review of the documents received,

DEER30 Outdoors, LLC shall render judgment as to whether a refund/return of merchandise or cancellation of service is warranted.

DEER30 Outdoors, LLC reserves the right to terminate any sponsorship prior to the completion of the agreed term should the sponsoring party become a threat or damaging to the reputation of DEER30 Outdoors, LLC.

For additional information about DEER30 Outdoors, LLC and examples of our work, please check out our website at www.deer30outdoors.com

Thank you for considering a sponsorship of DEER30 Outdoors, LLC; a new outdoor video production company soon to be taking the hunting industry by storm!

Please complete the Sponsorship Card on the attached page and return it with contribution to the address below.

DEER30 Outdoors, LLC

Randy Ott, President

1787 Bluegrass Trail

Newport, VA 24128

randy@deer30outdoors.com - (540) 544-7003

www.deer30outdoors.com

(document revised 8/26/2014)

DEER30 Outdoors, LLC Sponsorship Card

Thank you for considering support of DEER30 Outdoors, LLC If you would like to make a contribution, please:

MAKE PAYMENT BY CHECK OR MONEY ORDER

Print/copy this page and mail with check or money order to the following address.

Deer30 Outdoors, LLC
c/o Randy Ott
1787 Bluegrass Trail
Newport, VA 24128

Make checks payable to **DEER30 Outdoors, LLC.**

Enclosed is my payment in the amount of \$_____

NAME: _____

ADDRESS (street, city, state, zip): _____

PHONE (w/ area code): _____

E-MAIL ADDRESS (all sponsors shall be notified upon payment receipt and sponsorship activation): _____

NAME (as you would like it to appear in recognition materials): _____

Please check this box if you are including Merchandise or Services as part of or in whole your payment. If checked, please complete the Merchandise/Service Description Form.

DEER30 Outdoors, LLC has permission to use my name/logo per the terms and conditions of this program

Please contact Randy Ott (Owner), with any questions and for providing sponsor logo - send email to randy@deer30outdoors.com or leave a voice mail at 540-544-7003.

THANK YOU FOR SUPPORTING DEER30 Outdoors, LLC!

