

# FIELD & STREAM × OUTDOOR LIFE × SHOT SHOW

## SHOT SHOW 2020 PRODUCT WALK THROUGH OPPORTUNITY

Have a new product you want to get the word out on? Let us help! Save money by having your video filmed right on the floor at SHOT Show and take advantage of all the attention our show coverage generates every year!

### SPONSORSHIP OPPORTUNITY: PRODUCT WALKTHROUGH VIDEO

Audiences rely on *Field & Stream* and *Outdoor Life* for up-to-the-minute show coverage. They come to us to learn what's new in shooting gear, hunting gear, and accessories. This is the time to get your product in front of them!

- Highlight key product attributes
- Filming will take place on SHOT Show floor right in your booth

### SPONSORSHIP COMPONENTS:

- Each video post includes a sponsor billboard and sponsor tag
- Client is required to provide product and talking points to contributor by January 13th.
- Client will provide on-camera hand or body talent
- All videos will be produced with text overlays to enhance engagement on social platforms. No on-camera narration needed.

### TIMING:

- Commitment Deadline: Jan 6, 2020

### PRICING:

- \$5,000 net

### INCLUDES:

- Filming and production of one 2-3 minute video
- One round of revisions
- Rights to the video content for future marketing purposes
- One Facebook post to be posted within one month of SHOT Show when readers will be looking for show coverage
- For an additional \$5k, add on an eBlast to your package. eBlast goes to 260,000 opt-in recipients. 35% Discount! (*eBlast to run within Jan/Feb timeframe*)



All program details are subject to change. One product per video. Video will be identified as paid partnership.