



2021 SPONSORSHIP OPPORTUNITIES



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A NEW HORIZON IN CONSUMER SHOWS

The 2021 *Sheep Show*[®] is now *Sheep Week*[®] *The Experience*, a total immersion virtual event celebrating wild sheep, their conservation and wild sheep hunting. Being an online event has created many new opportunities for our valued sponsors, outlined in this deck.

Being a *Sheep Week*[®] sponsor is the highest level of support a company can provide the wild sheep hunting and conservation community. It says we're all in, and we support the fact that without sportsmen and women, the recovery and enhancements to wild sheep populations would be lagging far behind the conservation successes achieved for other big game species. This pronouncement and brand association has not changed. What has changed this year is the *Sheep Show*[®] itself and the sponsorship opportunities available to our valued partners.

Sheep Week[®] will be **January 11 – 16**, but our online virtual platform will be extended and available for unlimited access to registered attendees for an additional 30-days until February 16, 2021, giving our sponsors and exhibitors a greatly expanded window of opportunity for outreach and commerce. Secondly, online provides several new and exciting sponsorship opportunities with instant conversion metrics and an enhanced ability to direct viewers to your content and offers. Lastly, an online event is more inclusive, meaning a vastly larger pool of attendees and more measurable exposure and impressions for our sponsors. Online also means an expanded number of tools in our toolbox for the overall promotion and attendee activation for this celebration, culminating in one of the most extensive outreach campaigns in WSF history. We're excited to present a platform for *Sheep Week*[®], which will be seen and "attended" by far more wild sheep and big game hunting enthusiasts.



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SPONSORSHIP OPPORTUNITIES & BENEFITS

Sheep Week® sponsors benefit from targeted exposure to one of the finest, most-qualified, engaged, and captive mountain game hunting and conservation-minded audiences, now virtually across the globe. They have committed to registering, paying, and participating in an elective event from their home computers and mobile devices. Best of all, we're not limited to attracting only those who can and would travel to an in-person event. Our reach is now unlimited.

Sponsorship opportunities include several unique benefits available through our new online platform. These include direct digital advertising and branding with live-link logo/banner placement in high traffic areas within the *Sheep Week*® virtual platform such as event registration, the convention

lobby, exhibit halls, auditoriums, lounges, and auctions and raffle sites. Being a digital event opens the door for our sponsors to new exposure opportunities, including dedicated eblasts, video interrupters, and re-marketing to registered attendees long after *Sheep Week*®. Marketing opportunities also exist within WSF's pre-promotion of *Sheep Week*® itself, such as digital and social marketing to WSF's and select third-party lists. These highly qualified, opt-in lists provide a unique opportunity to reach the most avid hunters, conservationists, and influencers. Simply put – this event will not only serve to engage those you've traditionally reached in Reno but allow us to scale our message and yours to mountain game hunters across the globe.



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NEW OPPORTUNITIES

The 2021 *Sheep Week*[®] auctions and raffles will be marketed and promoted to 920,000+ individuals who have registered and purchased hunting trips and gear through online auctions. This same audience will be invited to join WSF members, followers, and past attendees in participating in all *Sheep Week*[®] events. This, combined with our endemic outreach efforts, will put *Sheep Week*[®] in front of well over a million active big game hunters.

Being an evening banquet sponsor has been a high-value opportunity in the past, which included what has become one of the highlights in wild sheep conservation; the auctioning of special state, provincial, territorial, tribal, and international conservation permits. For 2021 there is the opportunity to be a co-presenting sponsor for each evening's auction and the spectator sport that is the contest for these highly coveted tags. Here your brand and video message will prominently be presented alongside the passion, enthusiasm, and generosity of the Wild Sheep Family for wild sheep conservation in 2021.

For the first time, there will be an opportunity to be the **Official Sponsor of the *Sheep Week Raffle***[®], which will feature four sheep hunts and four other select mountain game hunts, along with a Gallery of Guns, optics, and Sheep Camp packages.

Other notable new opportunities include the exclusive title sponsorships of high traffic areas within the virtual platform, such as the various exhibit halls, auditoriums, and lounges. There is also the Official *Sheep Week*[®] App title sponsorship, the constant contact scheduling and push notification app, and the title sponsor of the registered attendee Engagement Contests; *The Hunt and Point Builder*.



Official Sponsor of the Wild Sheep Foundation and Sheep Week® The Experience

YETI®

Presenting Sponsor of Sheep Week® The Experience

AVAILABLE SPONSORSHIPS

Platinum Sponsorships

\$15,000 (cash only – first come, first serve)

Choice of these exclusive opportunities:

1. Co-sponsorships of the nightly *Sheep Week*® auctions broadcast live online

The *Sheep Week*® auction will be available online on a dedicated auction site for two months beginning December 15, 2020, and running through the Grand Finale night auction on January 16, 2021.

Being an auction sponsor will deliver some of the highest-profile placements and highest impressions available during *Sheep Week*®. These sponsorships include logo/banner links in all promotion of the auctions, recognition throughout the auction website, and special branding, auctioneer mention, and video placement during the Thursday, Friday, and Saturday evening auctions.

These main events will be broadcast LIVE online from our remote *Sheep Week*® Studio in Reno, January 14, 15 and 16. On the docket will be nearly 40 of the highly coveted special state, federal, provincial, tribal, and international conservation permits wild sheep and other big game conservation permits. In total, there will be 75 live and 200-250 online auction items.

2. Official *Sheep Week*® Raffle sponsor

Another popular attraction because of the chance to win a sheep hunt, other select hunts, and merchandise is the *Sheep Week*® raffle, which will be active for three months starting in early November 2020 through January 16, 2021. The raffle will have a dedicated website within the *Sheep Week*® platform and feature eight hunts (four North American sheep), a Wall of Guns (14), and three fully stocked sheep camp packages.

The *Sheep Week*® raffle sponsorship includes logo/banner placement in all promotions, ROS, video placement opportunities, and signage and mention during the live broadcast of the raffle winner drawing Saturday, January 16, 2021.

3. Official Sponsor of the *Sheep Week*® App; the constant contact scheduling and push notification app, free for all registered attendees

4. Title Sponsor of one of the five Exhibit Halls

- Guides & Outfitters
- Consumer Brands
- Retailers, Art, Jewelry, Furs & Taxidermy
- Hunt Booking & Travel Services
- Conservation Partners – Agencies, NGOs, WSF Chapters & Affiliates

AVAILABLE SPONSORSHIPS

Platinum Sponsorships - Continued

5. Title Sponsor of one of the two Auditoriums
 - Adventure Theater
 - O'Connor Lecture Hall

6. Presenting Sponsor of Registered Attendee Engagement Contests
 - *Points Builder*
 - *The Hunt*

Additional Platinum Sponsor Benefits

- Complimentary Exhibitor booth - your choice of booth configuration
- 10 free pass registration promo code coupons
- Platinum Sponsor logo banner placement
 - Registration Hall main entrance and Auditoriums
 - All *Sheep Week*® promotional eblasts (25+)
 - WSF website Home page & Convention pages
 - *Sheep Week*® Registration website
- Platinum Sponsor recognition and full-page ad in event promotion for Raffles, Live and Online auctions
- Special Platinum sponsor recognition in *Wild Sheep*® Magazine Winter 2020, Spring 2021, and Summer 2021 issues
- Event platform video placement interrupter
- *Sheep Week*® App integration and push notifications
- Inclusion in Show Special e-commerce tent allowing us to drive more traffic to your booth
- Remarketing opportunity to registered attendees post event - Includes two dedicated eBlasts to event attendees, one within 60 days of the event's conclusion
- Recognition and inclusion of in-kind product donations for Raffle, Live and Silent auctions & Engagement Contests (optional)

Gold Sponsor

\$10,000 (cash only)

- Complimentary Exhibitor booth - your choice of booth configuration
- 5 free pass registration promo code coupons
- Co-sponsorship of RAM/International/FNAWS Awards – taped broadcast presentation
- Gold Sponsor logo banner placement
 - Registration Hall main entrance and Auditoriums
 - All *Sheep Week*® promotional eblasts (25+)
 - WSF website Home page & Convention pages
 - *Sheep Week*® Registration website
- Special Gold sponsor recognition in *Wild Sheep*® Magazine Winter 2020, Spring 2021, and Summer 2021 issues
- Event platform video placement interrupter
- Gold Sponsor recognition and full-page ad in all promotional materials for Raffles, Live and Silent auctions
- *Sheep Week*® App integration and push notifications
- Inclusion in Show Special e-commerce tent allowing us to drive more traffic to your booth
- Remarketing opportunity to registered attendees 60 days post event – Single send
- Recognition and inclusion of in-kind product donations for Raffle, Live and Silent auctions & Engagement Contests (optional)

AVAILABLE SPONSORSHIPS

Silver Sponsor

\$5,000 (cash only)

- Complimentary Exhibitor booth - your choice of booth configuration
 - 5 free pass registration promo code coupons
 - In-platform drivers for booth traffic
 - Silver Sponsor logo banner placement
 - All *Sheep Week*® promotional eblasts (25+)
 - WSF website Home page & Convention pages
 - Special Silver sponsor recognition in *Wild Sheep*® Magazine Winter 2020, Spring 2021, and Summer 2021 issues
 - Inclusion in Show Special e-commerce tent allowing us to drive more traffic to your booth
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Bronze Sponsor

\$2,500 (cash only)

- \$500 credit towards Exhibitor booth – your choice of booth configuration
 - 3 free pass registration promo code coupons
 - Bronze Sponsor logo banner placement
 - WSF website Home page & Convention pages
 - Special Bronze sponsor recognition in *Wild Sheep*® Magazine Winter 2020, Spring 2021, and Summer 2021 issues
 - Inclusion in Show Special e-commerce tent allowing us to drive more traffic to your booth
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Copper Sponsor

\$1,000 (cash only)

- 1 free pass registration promo code coupon
- WSF website Home page & Convention pages
- Special Copper sponsor recognition in *Wild Sheep*® Magazine Winter 2020, Spring 2021, and Summer 2021 issues

VIRTUAL SHEEP SHOW - DEMONSTRATIVE EXAMPLES



Virtual Lobby



Auditorium



Virtual Lounge



Booth Example



Booth Example



Booth Example