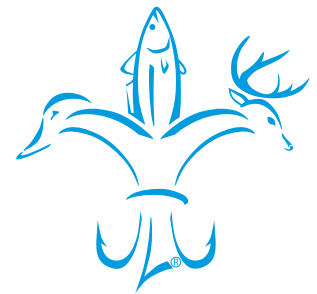


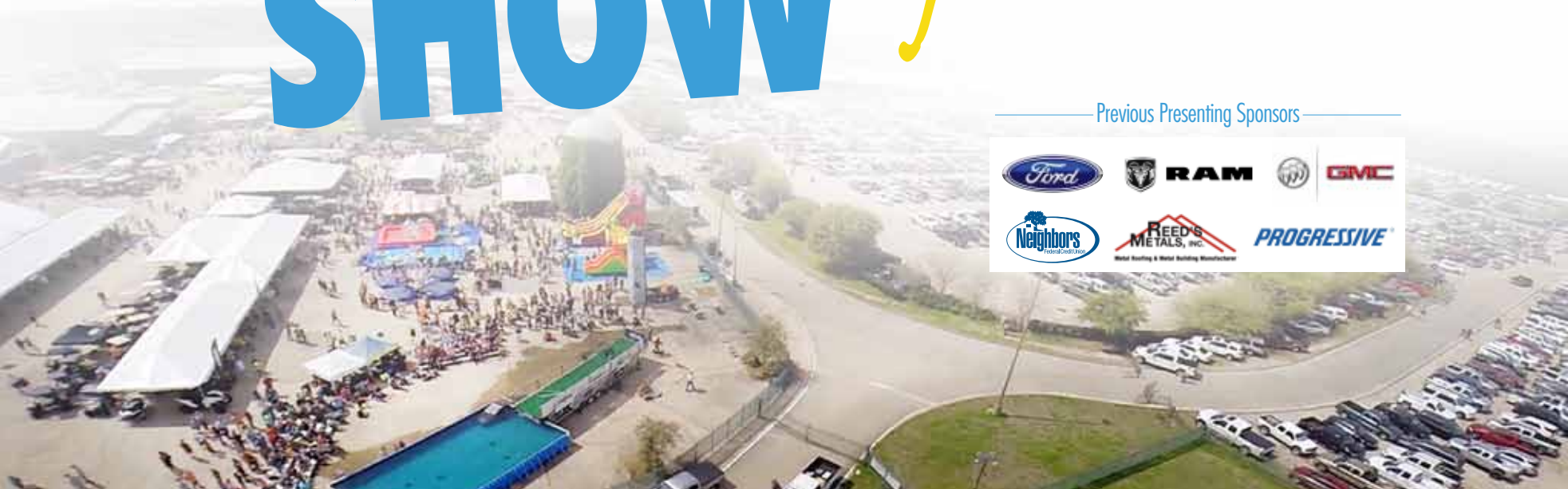
2020 Sponsorship Opportunities

2020 Show Dates & Location | March 12-15  
Lamar-Dixon Expo Center,  
Gonzales, LA

► Let us help you target the outdoor market.



# Louisiana SPORTSMAN SHOW & festival



Previous Presenting Sponsors



# a little **about us**

Combined readership

Print: 490,000/month

Web: 651,000/month



In the field since 1981  
... literally

**Louisiana Publishing, Inc.** is the publisher/producer of

- Louisiana Sportsman Magazine
- Mississippi Sportsman Magazine
- Carolina Sportsman Magazine
- Sportsman TV
- St. Charles Herald-Guide Newspaper
- Companion web sites for all of the above-listed products.

We have been leaders in the outdoor field for over 39 years. Most importantly, we have produced the Louisiana Sportsman Show and Festival in Gonzales, LA for the last five years and have grown the attendance from less than 10,000 annually to 29,500 in 2019. We know how to put on an outdoor show and how to attract quality attendees who are looking to make a purchase at the Show.



2019 was a  
**great  
show** with  
overall attendance  
of **29,500**

## Show **highlights** include:

- > 29,500 attendants
- > Over 278 exhibitors
- > Sold Out Display & Booth Space
- > Early-Bird Thursday
- > Expanded **SPORTSMAN** Discount Zone
- > 100,000 sq. ft. Boat Show
- > Over 100 bucks scored and displayed
- > High flying Splash Dogs

**Louisiana Boat Show:** Occupying over 100,000 sq. ft., the Louisiana Boat Show brings together 18 local dealers and national manufacturers representing over 45 different boat lines.

**Fetch-N-Fish!:** This giant mobile tank serves dual purposes: to show fishing techniques and to have fetching demonstrations with the amazing, high-flying labs. Fetch-N-Fish! attracts both kids and the most die-hard fishermen interested in learning new techniques and seeing new lures in action.

**Big Buck Contest:** Deer hunters from all over Louisiana will bring their mounts to be scored and displayed. Winners receive custom Sportsman trophies, and all entrants are eligible to win a new ATV. Last year's event in Gonzales drew over 100 entries. The Quality Deer Management Association will oversee the contest at shows.

**Sportsman's Discount Zones:** Handpicked vendors will offer the latest hunting and fishing gear at greatly reduced prices. Bowie Outfitters will host the Gonzales Discount Zone and Puglia's will host the New Orleans Discount Zone.

**Splash Dogs:** Dog lovers of all ages will thrill to see Tony Reed's dogs show their aerial antics. Show attendees are also invited to bring their own dogs (any breed) and let them take a turn at jumping in the pool. This is one of the Show's most popular events.

**Kid's Zone:** Special kids' fun areas will be located at both shows. Activities include rock wall climbing and bungee jumping.

**Food and Cooking Area:** A great variety of food will be available at the Shows, and regional manufacturers will be on hand to demonstrate both their products and the latest techniques.

And, if that were not enough, there will be 100's of exhibitors at each show with the latest in hunting and fishing products and guided trips to destinations all over the world.



# An **Extensive Marketing and Advertising Program**

- > Strong media partners
- > Extensive pre-event editorial coverage

We have developed a successful marketing formula that incorporates a mix of strong local media sponsors, targeted radio, TV, print, and internet ad buys, and heavy editorial coverage and advertising in our own outdoor-oriented products. We also work closely with the Louisiana Press Association to assure good editorial coverage in local, small-town newspapers and contract with a large ad agency to assist us in making the most efficient ad buys possible.

Louisianasportsmanshow.com and timely e-mail blasts will provide up-to-the minute information on all show activities and exhibitors to insure awareness in the outdoor community.

The 2019 Show Advertising Budget for the Gonzales show topped \$125,000 in purchased and trade media. The marketing approach for both 2020 shows will rely on the same approach.

- Local partnerships with WAFB-TV and Guaranty Broadcasting with live remote and pre-show promotional coverage
- Radio and TV buys in New Orleans, Lafayette and Baton Rouge
- 480,000 e-mail blast recipients
- Extensive editorial and advertising coverage in Louisiana Sportsman Magazine, Mississippi Sportsman Magazine and the St. Charles Herald-Guide newspaper
- Over 8,000,000 web impressions on louisianasportsman.com, louisianasportsmanshow.com, ms-sportsman.com, Facebook and Google.





2019

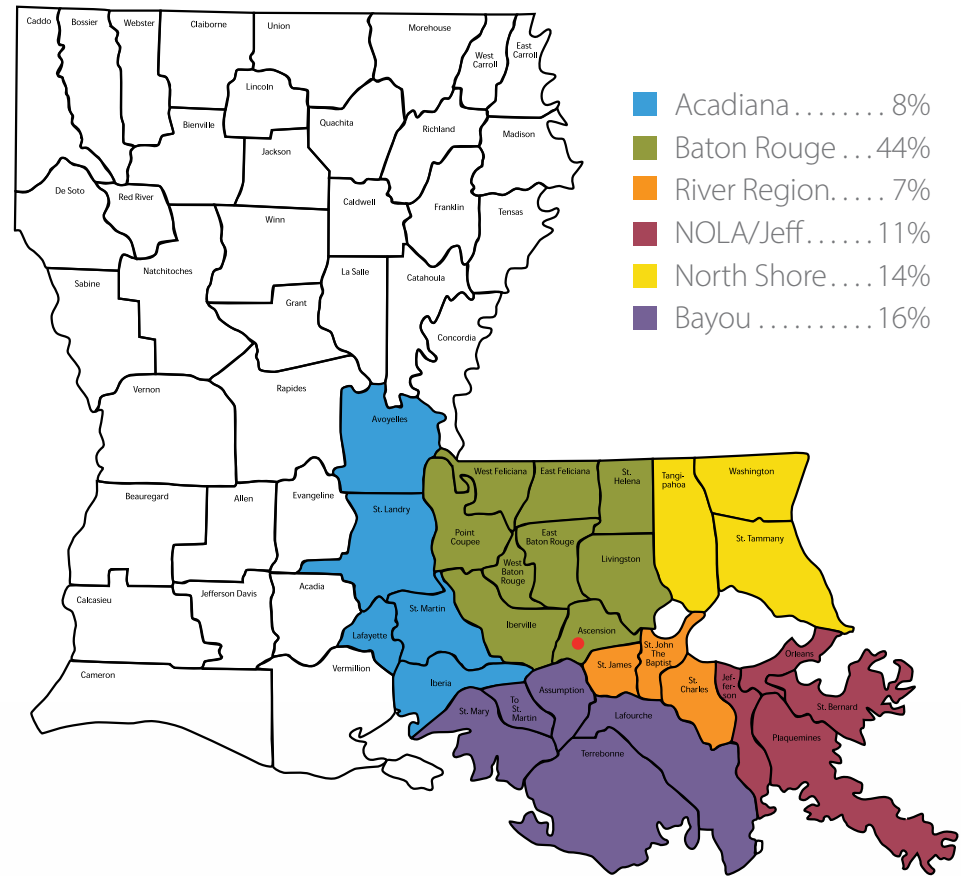
# Post-Show Marketing Data\*

Visitor Count: 29,500  
Exhibitors: 278

3,575 Total Sampled

54% of attendees had a household income of \$70,000+

Attendees by Region (in percentage)



\* We enlisted the services of Phoenix Marketing (BlueGreen) a Florida based data collection/marketing firm. Extensive data was collected as part of their project, with the most important pieces being visitor zip codes and income levels.

Louisiana  
**SPORTSMAN**  
SHOW & festival

# 2020 Sponsorship Opportunities

PREVIOUS SPONSORS



RAM



GMC

PROGRESSIVE



## PRESENTING SPONSOR

\* CATEGORY EXCLUSIVE FOR SPONSORSHIP & SHOW

**\$40,000**

for Gonzales Show

## CO-PRESENTING SPONSORS

\* CATEGORY EXCLUSIVE FOR SPONSORSHIP

**\$25,000**

for Gonzales Show

### Shared Presenting & Co-Presenting Sponsor Benefits:

- > Logo and/or name included on all print ads, billboards, internet ads, and TV ads positioned as (sponsor) Presents The 2020 Louisiana Sportsman Show
- > Mention in all press materials & inclusion on entrance signage
- > Strategic locations provided for company banner placement
- > Inclusion in special Pre-Show sections in March issue of Louisiana Sportsman Magazine
- > Additional opportunities for promotions and tie-ins
- > Ad placement on Superdome Jumbotron

### Presenting Sponsor Benefits:

- > Up to 2,000 sq. ft. of prime outdoor display space for the Gonzales show
- > Up to 300 VIP passes
- > 6 full-page ads in Louisiana Sportsman Magazine in 2020
- > 6 months of banner advertising on louisianasportsman.com in 2020
- > Right of first refusal as Presenting Sponsor for 2021 Show\*

### Co-Presenting Sponsor Benefits:

- > Up to 1,000 sq. ft. of prime outdoor display space for the Gonzales show
- > Up to 150 VIP passes
- > 3 full-page ads in Louisiana Sportsman Magazine in 2020
- > 3 months of banner advertising on louisianasportsman.com in 2020
- > Right of first refusal as Presenting Sponsor for 2021 Show\*



## Boat Show Sponsor - \$15,000

### Benefits:

- > Logo and/or name included on all print ads , billboards, internet ads, and tv ads
- > Mention in all press materials & inclusion in signage on Boat Show Building
- > Up to 1,000 square feet of prime outdoor display space
- > VIP tickets per company need
- > 3 full-page ads in Louisiana Sportsman Magazine in 2020
- > 3 months of banner advertising on Louisiana Sportsman.com in 2020
- > Strategic locations provided for company banner placement
- > Additional opportunities for promotions and tie-ins
- > Inclusion in special Pre-Show Section in March 2020 issue of Louisiana Sportsman Magazine
- > Right of first refusal as Boat Show Sponsor for 2021 Show\*

## Fetch-N-Fish Sponsor | Splash Dogs - \$5,000

### Benefits:

- > Logo and/or name included on all print and internet ads
- > Mention in all press materials & signage on Fetch-N-Fish tank
- > Opportunity to showcase product prostaffer
- > 2 full-page ads in Louisiana Sportsman Magazine in 2020
- > 2 months of banner advertising on louisianasportsman.com in 2020
- > Strategic locations provided for company banner placement
- > Additional opportunities for promotions and tie-ins
- > Inclusion in special Pre-Show sections in March 2020 issue of Louisiana Sportsman Magazine
- > Right of first refusal as Bass Tank Sponsor for 2021 Show\*



The Louisiana Sportsman Boat Show occupies over 100,000 square feet and features 18 local and national boat dealers and manufacturers representing over 45 different boat lines.





\* Right of refusal good through August 31, 2020 for Gonzales show

# Big Buck Contest Sponsor

Gonzales Show - \$5,000

### Benefits:

- > Logo and/or name included on all print ads, internet ads, and TV ads
- > Mention in all press materials & signage on Big Buck wall
- > Up to 1000 sq. ft. of prime outdoor display space
- > VIP tickets per company need
- > 3 full-page ads in Louisiana Sportsman Magazine in 2020
- > 3 months of banner advertising on louisianasportsman.com in 2020
- > Strategic locations provided for company banner placement
- > Additional opportunities for promotions and tie-ins
- > Inclusion in special Pre-Show sections in March 2020 issue of Louisiana Sportsman Magazine
- > Right of first refusal as Big Buck Contest Sponsor for 2021 Show\*



The Louisiana Sportsman Big Buck Contest winners display their trophy bucks.

# Food and Cooking Sponsor - \$2,500

### Benefits:

- > Logo and/or name included on all print and internet ads
- > Mention in all press materials & signage in Food Court
- > Up to 500 sq. ft. of prime outdoor display space
- > VIP passes per company need
- > 1 full-page ad in Louisiana Sportsman Magazine in 2020
- > 1 month of banner advertising on louisianasportsman.com in 2020
- > Strategic locations provided for company banner placement
- > Additional opportunities for promotions and tie-ins
- > Inclusion in special Pre-Show Preview sections in March, 2020 issue of Louisiana Sportsman Magazine
- > Right of first refusal as Food and Cooking Sponsor for 2021 Show\*



Show attendees are provided with multiple food choices to satisfy any taste.





## Vendor Party Sponsor -

Gonzales Show - \$2,500

### Benefits:

- > Logo and/or name included on all print and internet ads
- > Mention in all press materials & signage at vendor party
- > Up to 250 sq. ft. of prime outdoor display space
- > 1 full-page ad in Louisiana Sportsman Magazine in 2020
- > 1 month banner advertising on louisianasportsman.com in 2020
- > Strategic locations provided for company banner placement
- > Additional opportunities for promotions and tie-ins
- > Inclusion in special Pre-Show sections in March 2020 issue of Louisiana Sportsman Magazine
- > Right of first refusal as Vendor Party Sponsor for 2021 Show\*

Exhibitors enjoy a well-deserved break in the hospitality tent.



## Additional Sponsorship Opportunities - Negotiable

Have something else in mind? Like to sponsor a celebrity or additional attraction at either show? We're open and interested.

Possible benefits include recognition in advertising campaign, signage at show(s), inclusion in editorial and special Pre-Show coverage in Louisiana Sportsman Magazine and additional benefits to be negotiated.

Give Jay Forrest a call at 866-238-5639.

