A SMART INVESTMENT
Go beyond logo placement. Build lasting relationships with attendees by investing in their convention experience.
THE NWTF CONVENTION AND SPORT SHOW – A SMART INVESTMENT

For 40 years we’ve been working to create the mecca for turkey hunters, one of the biggest hunting consumer shows in the country! And we’ve done it. It’s a can’t-miss for diehard hunters from across the country, as well as our country’s most ardent conservation supporters. It’s a can’t-miss for companies like yours…

We’re a smart investment!

The NWTF Convention and Sport Show celebrates the successes of NWTF volunteers and supporters — over 40 years’ worth! In doing so we attract record crowds year after year. We surpassed 50,000 attendees in 2016 and we keep growing.

Our popular gathering spot, the Waterin’ Hole, is the place to be. We are building on improved food and beverage offerings and entertainment at each of our evening functions. We are building on the new world that enhanced technology puts right at our fingertips. And we are building on the passion and dedication that exists within our partners across this great country. We are building!

Things just keep getting better for us at the NWTF. Please join us and enjoy the journey. The next few pages will show you how. We’ll see you in Nashville…
OFFICIAL SPONSOR – $100,000

1,180,000 IMPRESSIONS – SPONSORED BY RAM

The official sponsor is top turkey at our convention and sport show. Our attendees can’t turn a corner without knowing who saddled up and made our annual event a success. Let us broadcast your brand to all the die-hards who flock to Nashville every year.

- 40’ by 40’ booth space – 50,000 impressions
- Listing as a stop on our scavenger hunt – 5,000 impressions
- Recognition in pre-convention local advertising (radio, billboard, newspaper) – 250,000 impressions
- Logo on 5,000 Gaylord Opryland hotel key cards – 5,000 impressions
- Exhibit hall aisle signage – 50,000 impressions
- Logo at events in the Delta Ballroom – 5,000 impressions
- Logo on the convention app – 20,000 impressions
- Logo on 501 Auction app – 10,000 impressions
- Ad in the convention program book – 10,000 impressions
- Logo on media walls in high traffic areas – 60,000 impressions
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
FULL STRUT SPONSOR

Companies whose sponsorship dollars total between $50,000 and $99,999 receive the elements to the right in addition to event-specific sponsorship impressions.

THE WATERIN’ HOLE TITLE SPONSORSHIP

Wednesday – Sunday
- Company name in the title
- Branding on two entrances
- Lighted logos on scenery
- Plus 865,000 impressions to the right

$60,000 SPONSOR: WILD TURKEY BOURBON

The Waterin’ Hole is the social hub of our event with food, drinks and entertainment throughout the day and on into the night.

865,000 IMPRESSIONS
- Logo on media walls in high traffic areas – 60,000 impressions
- One ad in the convention program – 10,000 impressions
- 10’x20’ booth space (if available) – 50,000 impressions
- Listing as a stop on our scavenger hunt – 5,000 impressions
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
FULL STRUT SPONSOR – Continued

GRAND NATIONAL CALLING CONTESTS
Thursday – Saturday
- Sponsor logo on 9’ by 16’ screens during the following convention calling contests:
  – Friction Preliminaries and Finals
  – Senior Preliminaries and Finals
  – Team Challenge Championships
  – Gobbling and Owl Hooting
- Logo on contest banners at 65 sanctioned calling contests across the country all year
- Plus 865,000 impressions to the right

$50,000 SPONSOR: ZINK CALLS AND AVIAN-X

865,000 IMPRESSIONS
- Logo on media walls in high traffic areas – 60,000 impressions
- One ad in the convention program – 10,000 impressions
- 10’x20’ booth space (if available) – 50,000 impressions
- Listing as a stop on our scavenger hunt – 5,000 impressions
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
LONG BEARD SPONSOR

Companies whose sponsorship dollars total between $25,000 and $49,999 receive the elements to the right in addition to event specific sponsorship impressions.

TECHNOLOGY SPONSOR

Wednesday – Sunday
- DIGITAL PACKAGE
  - Wifi sponsor – company logo on custom landing page
  - Company logo on all locations with the wifi login information
  - Ad on the 501 Auctions mobile bidding site used for all silent auctions
  - Ad in the official convention app
  - Ad on AtoZ digital floor plan website

$25,000 SPONSOR: AVAILABLE

EARLY BIRD SOCIAL – DOWNTOWN NASHVILLE

Wednesday night – Wildhorse Saloon
- 30-second video on shuttle bus loop
- Sponsor logo on screens beside the stage
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 825,000 impressions to the right

$25,000 SPONSOR:

FLOOR CLINGS

Friday – Sunday
- Fourteen 4’ by 4’ of your company logo leading attendees to registration
- Plus 825,000 impressions on the right
- 14 logos for $25,000 or 2 for $5,000

$25,000 SPONSOR: AVAILABLE

BAR SPONSOR

Thursday – Saturday
- Title sponsor of all bars inside convention events
- Company logo on the bars and table for the Welcome Party, Ladies’ Auction, Grand National Auction, Hunt Auction and Awards Ceremony

$25,000 SPONSOR: BOYT

825,000 IMPRESSIONS
- 15-second ad in the Waterin’ Hole – 23,000 impressions
- 30-second ad on hotel TV loop – 12,000 impressions
- 10’x20’ booth space (if available) – 50,000 impressions
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions

Attendees will follow your message all the way to registration.

Caller is pitted against caller in high-energy elimination rounds in the Grand National Calling contests.
GOBBLER SPONSOR

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions.

SAVE THE HABITAT. SAVE THE HUNT. BREAKFAST
Friday Morning
• Exclusive sponsor of the event
• Sponsor logo on 11’ by 20’ screens
• Two-minute presentation from the podium or a 15-second commercial
• Sponsor’s banner stands or table covers may be used for additional branding
• Plus 740,000 impressions to the right
$15,000 SPONSOR: FEDERAL PREMIUM AMMO

VETERAN’S BREAKFAST
Saturday Morning
• Exclusive sponsor of the event
• Sponsor logo on 11’ by 20’ screens
• Two minute presentation from the podium or a 15 second commercial
• Sponsor’s banner stands or table covers may be used for additional branding
• Plus 740,000 impressions to the right
$15,000 SPONSOR: WINCHESTER

ESCALATOR AND MIRROR CLINGS
Thursday – Sunday
• Sponsor logo in 8 exhibit hall bathrooms
• Sponsor logo on 4 escalators in high traffic areas
• Plus 740,000 impressions on the right
$15,000 SPONSOR: ALPS OUTDOORZ
GOBBLER SPONSOR – Continued

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions.

WELCOME PARTY
Thursday Night
- Sponsor logo on 15’ screens beside the stage
- Table tents with sponsor logo
- Sponsor can provide promo items on each table for 1,500 attendees
- Plus 740,000 impressions to the right

$10,000 TASTING SPONSOR: WILD TURKEY BOURBON
$10,000 MEAL SPONSOR: AVAILABLE
$10,000 DESSERT SPONSOR: AVAILABLE

GRAND NATIONAL AUCTION
Friday Night
- Sponsor logo on 15’ screens beside the stage
- Table tents with sponsor logo
- Sponsor can provide promo items on each table for 1,500 attendees
- Plus 740,000 impressions to the right

$10,000 MEAL SPONSOR: NATIONWIDE
$10,000 DESSERT SPONSOR: AVAILABLE
$10,000 SPIRIT SPLASH: PROPOSAL - DIXIE VODKA OCT. 18, 2016

AWARDS DINNER
Saturday Night
- Sponsor logo on 15’ screens beside the stage
- Table tents with sponsor logo
- Sponsor can provide promo items on each table for 1,500 attendees
- Plus 740,000 impressions to the right

$10,000 MEAL SPONSOR: MACK’S PRAIRIE WINGS
$10,000 DESSERT SPONSOR: HABITAT FLATS
$10,000 DRINK SPECIAL: WILD TURKEY BOURBON

740,000 IMPRESSIONS
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
GOBBLER SPONSOR – Continued

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions

LADIES’ AUCTION
Friday Afternoon
- Sponsor logo displayed on 5’ x 10’ banner
- A 5-minute presentation from the podium by a company representative
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: YETI

HUNT AUCTION
Saturday Afternoon
- Sponsor logo displayed on 5’ x 10’ banner
- A 5-minute presentation from the podium by a company representative
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: WORLDWIDE TROPHY ADVENTURES

PARKING LOT SHUTTLE
Friday – Sunday
- Sponsor logo displayed in the three shuttle buses
- Sponsor message included in an informational 5 minute DVD loop
- Plus 740,000 impressions to the right

$10,000 SPONSOR: AVAILABLE

SPORTS SHOW WRISTBANDS
Friday – Sunday
- Sponsor message on the wrists of all sport show attendees, 25,000 wristbands
- Plus 740,000 impressions to the right

$10,000 SPONSOR: TRCP
GOBBLER SPONSOR – Continued

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions

OPEN AUCTION
Friday – Saturday
- Sponsor logo on 5’ by 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: ACADEMY SPORTS + OUTDOORS

GUN BLAST
Friday – Sunday
- Sponsor logo displayed on 5’ x 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: ACADEMY SPORTS + OUTDOORS

CONTINUOUS SILENT AUCTION
Friday – Sunday
- Sponsor logo displayed on 5’ x 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: ACADEMY SPORTS + OUTDOORS

R3 SEMINAR AND WORKSHOPS
- Sponsor logo displayed on 5’ x 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: TRISTAR

740,000 IMPRESSIONS
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
GOBBLER SPONSOR – Continued

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions

CALLMAKING COMPETITION
Thursday – Sunday
- Sponsor logo displayed on 5’ x 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: ACADEMY SPORTS + OUTDOORS

PRODUCT SHOWCASE
Friday – Sunday
- Sponsor logo displayed on 5’ x 10’ banner in the exhibit hall
- Sponsor’s banner stands or table covers may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: RIVERWOOD CABINS

THE WATERIN’ HOLE
Tuesday – Sunday
- One lighted sign on scenery
- Exposure in the social hub of convention
- Plus 740,000 impressions to the right

$10,000 – LIMIT 10
SPONSOR: ALPS OUTDOORZ, FEDERAL, FLEXTONE, MOSSY OAK, REMINGTON, AVIAN-X, ZINK CALLS, YETI, NOMAD, MOSSBERG
GOBBLER SPONSOR – Continued

Companies whose sponsorship dollars total between $10,000 and $24,999 receive the elements to the right in addition to event specific sponsorship impressions.

HEAD-TO-HEAD CONTEST
Saturday Morning
- Sponsor logo displayed on 9’x 12’ screen behind the callers
- A 15-second commercial before and after the contest
- Sponsor’s banner stands may be used for additional branding
- Plus 740,000 impressions to the right

$10,000 SPONSOR: CABELA’S

JAKES/POULTS/INTERMEDIATE CALLING CONTESTS
Sunday
- Sponsor logo displayed on 9’x 12’ screen behind the callers
- A 15-second commercial before and after the contest
- Sponsor’s banner stands may be used for additional branding
- Plus 310,000 impressions to the right

$10,000 SPONSOR: MOSSY OAK

740,000 IMPRESSIONS
- Recognition on pre-convention e-blasts – 250,000 impressions
- Recognition in May/June issue of Turkey Country – 200,000 impressions
- Recognition in the NWTF Annual Report – 100,000 impressions
- Logo/link on convention website sponsor page – 100,000 impressions
- A Rotating ad on our digital exhibit hall map – 30,000 impressions
- General convention signage – 50,000 impressions
- Name in the convention program – 10,000 impressions
FAN TAIL SPONSOR
Companies whose sponsorship dollars total between $5,000 and $9,999 receive the elements to the right in addition to event specific sponsorship impressions.

FAMILY ADVENTURE VILLAGE
Friday – Sunday
• Logo on all Family Adventure Village signage
• Sponsor’s banner stands or table covers may be used for additional branding
• Plus 310,000 impressions to the right
$10,000 SPONSOR: MOSSY OAK

WORSHIP SERVICE AND BREAKFAST
Sunday Morning
• Sponsor logo on 11’ by 20’ screens
• Two minute presentation from the podium or a 15-second commercial
• Sponsor’s banner stands or table covers may be used for additional branding
• Plus 310,000 impressions to the right
$5,000 SPONSOR: ONE MAIN FINANCIAL

TAXIDERMY COMPETITIONS
Friday – Sunday – ONE AVAILABLE
• Sponsor logo on 5’ by 10’ banner in the exhibit hall
• Sponsor’s banner stands or table covers may be used for additional branding
• Plus 310,000 impressions to the right
$5,000 SPONSOR: MOSSBERG, ONE AVAILABLE
FAN TAIL SPONSOR – CONTINUED

Companies whose sponsorship dollars total between $5,000 and $9,999 receive the elements to the right in addition to event specific sponsorship impressions.

LANYARDS
Friday – Sunday
• Sponsor message on lanyards for exhibitors and convention attendees
• Sponsor provides 10,000 lanyards
• Plus 310,000 impressions to the right

$5,000 SPONSOR: AVAILABLE

FLOOR CLINGS
Thursday – Sunday
• Fourteen 4’ by 4’ of your company logo leading attendees to registration
• Plus 310,000 impressions on the right
• 14 logos for $25,000 or 2 for $5,000

$5,000 SPONSOR: AVAILABLE

310,000 IMPRESSIONS
• Recognition in May/June issue of Turkey Country – 200,000 impressions
• Logo/link on convention website sponsor page – 100,000 impressions
• Name in the convention program – 10,000 impressions
WE VALUE YOUR PARTNERSHIP

When you sponsor events and programs at the NWTF Convention and Sport Show, you’re also investing in the future of wildlife and hunting. Each sport show vendor, each donor at any level becomes a partner in the Save the Habitat. Save the Hunt. initiative. The NWTF is leading a 10-year plan with three lofty goals.

Conserve or enhance 4 million acres of upland habitat.
We’re bringing focus to our conservation delivery by identifying areas of habitat that provide the most positive impact for wildlife.

Recruit 1.5 million hunters.
We’re securing the future of the North American Model of Wildlife Conservation by increasing the number of hunters, who pay for 80 percent of wildlife conservation through excise taxes on guns, ammunition and more.

Open 500,000 additional acres to public hunting.
Because lack of access to hunting lands is a main reason people stop hunting, we’re ensuring there’s opportunity for everyone to find a place to go.

WE CAN’T DO IT ALONE. Your support is crucial as we work together as an industry to save what matters most to all of us.

Contact your NWTF representative to discover ways you can join the fun at our convention and sport show — and make a positive difference for wildlife and hunting.

www.nwtf.org