



Gaylord Opryland Resort
and Convention Center
Feb. 15 – 19, 2023



Don't miss the opportunity to help us celebrate 50 years
of conservation successes for the NWTF!



The NWTF Convention and Sport Show Return on Investment

For nearly 50 years, we've been working to create the mecca for turkey hunters and the outdoorsman and woman, one of the biggest hunting consumer shows in the country! We believe we've done it – more than 50,000 consumers annually can't be wrong. The NWTF Convention and Sport Show is a can't-miss for diehard hunters from across the country, as well as the most ardent conservation supporters. It's also a no-brainer for companies like yours...

We're a smart investment!

The NWTF Convention and Sport Show celebrates the successes of NWTF volunteers and supporters — 50 years' worth! In doing so, we attract record crowds year after year. More than 52,000 consumers attended in 2022, and we're not slowing down.

From our popular gathering spot, the Waterin' Hole, to the show floor, calling competitions, live auctions, daily entertainment and more – there's something for everyone. Delicious food and abundant beverage offerings with entertainment at each of our evening functions. We are using enhanced technology to provide event information. And we are building on the passion and dedication that exists within our partners across this great country.

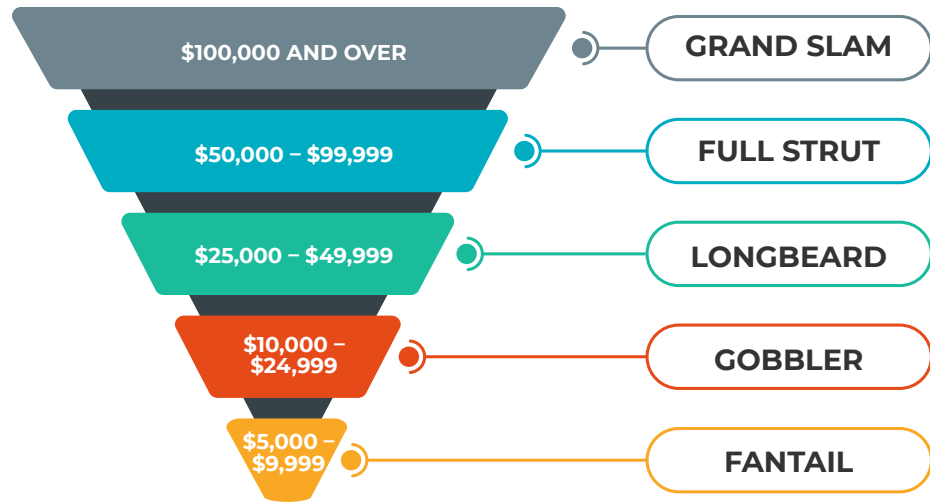
Our annual convention and sport show keeps getting bigger and better. Join us on our journey as a sponsor and a partner. We'll see you in Nashville...





The NWTF Convention and Sport Show Sponsorship Levels

LEVEL UP! Add up total sponsor area dollars to find your sponsorship level. Then using the chart below, see how far your reach is at convention and beyond.



Sponsorship Benefits

	FANTAIL 310,000 Impressions	GOBBLER 617,000 Impressions	LONGBEARD 736,000 Impressions	FULL STRUT 1,043,000 Impressions	GRAND SLAM 1,308,000 Impressions
Recognition in May/June issue of <i>Turkey Call</i> 200,000 impressions	●	●	●	●	●
Logo on convention website page 100,000 impressions	●	●	●	●	●
Name in the convention program 10,000 impressions	●	●	●	●	●
Recognition on preconvention e-blasts 250,000 impressions		●	●	●	●
General convention signage 57,000 impressions		●	●	●	●
30-second ad on hotel TV loop 12,000 impressions			●	●	●
10' by 20' booth Space (if available) 57,000 impressions			●	●	●
Access to feature company's booth promotions on NWTF website and app – 50,000 impressions			●	●	●
Announce your company and booth number on the PA in the exhibit Hall once a day 57,000 impressions				●	●
Press Release announcing convention sponsorship 250,000+ impressions				●	●
Recognition in pre-convention local advertising (radio, billboard, newspaper) – 250,000 impressions					●
Full page ad Convention program book 10,000 impressions					●
Logo at events in the Delta Ballroom 5,000 impressions					●



2023 Sponsorship Opportunities

OFFICIAL CONVENTION SPONSOR / \$100,000

Wednesday – Saturday

- Logo on exhibit aisle signs
- Logo on room key cards
- 40x40 display booth
- Floor clings leading to exhibit hall
- Plus extra impressions based on total sponsorship level



THE WATERIN' HOLE TITLE SPONSOR / \$50,000

Wednesday – Saturday

- Company name in the title
- Branding on two entrances
- One logo neon sign and one metal or wood sign on facade
- Exposure in the social hub of convention
- Sponsor logo on large banners
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE

GRAND NATIONAL CALLING TITLE SPONSOR / \$40,000

Thursday – Saturday

- **If no title sponsor, two co-sponsors available at \$25,000 each**
- Sponsor logo on screens during the following convention calling contests:
 - Friction Preliminaries and Finals
 - Senior Preliminaries and Finals
 - Team Challenge Championships
 - Gobbling and Owl Hooting
- A 15-second commercial before and after the contest
- Logo on contest banners at regional sanctioned calling contests across the country all year
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE





2023 Sponsorship Opportunities

COFFEE SPONSOR / \$35,000

Friday – Saturday

- Your coffee will be served during the Friday Hunting Heritage Breakfast and Saturday Veterans Breakfast.
- Table tents on each table recognizing the coffee sponsor for the breakfasts mentioned.
- Co-branded mugs to be given away at the above breakfasts.



TECHNOLOGY SPONSOR / \$25,000

Wednesday – Saturday

- Digital Package
- Wi-Fi Sponsor – company logo on custom landing page
- Company logo on all locations with the Wi-Fi login information
- Logo on the mobile bidding site used for all silent auctions
- Logo in the official convention app
- Snapchat filter
- Facebook filter
- Plus extra impressions based on total sponsorship level

SPONSORSHIP AVAILABLE

PUB CRAWL SPONSOR / 3 AT \$25,000 EACH

Wednesday

- Co-branded koozies
- Table tents on each table of the bars in the Pub District
- Banner stand in the Pub District



SPONSORSHIP AVAILABLE





2023 Sponsorship Opportunities

REGISTRATION SPONSOR / \$30,000

Wednesday – Saturday

- Logo and booth number on registration office facade
- Logo on plastic bags handed to attendees
- Logo and booth number on column banners
- 20,000 wristbands with logo and booth numbers
- Plus extra impressions based on total sponsorship level



BAR SPONSOR / \$30,000

Thursday – Saturday

- Company logo on all bars at the Welcome Party, Ladies' Auction, Grand National Auction, Golden Gun & Hunt Extravaganza, Awards Ceremony and Waterin' Hole
- Bar napkins
- Rotating logo on screens in each event
- Plus extra impressions based on total sponsorship level





2023 Sponsorship Opportunities

KICKOFF PARTY SPONSOR / \$30,000 EXCLUSIVE

Thursday Night

- If no exclusive sponsor, three \$12,500 sponsorships (two available)
- Sponsor logo on main screens beside the stage
- Table tents with sponsor logo
- Sponsor can provide promo items on each table for 1,500 attendees
- Plus extra impressions based on total sponsorship level



AWARDS DINNER SPONSOR / \$30,000 EXCLUSIVE

Friday Night

- If no exclusive sponsor, three \$12,500 sponsorships available
- Sponsor logo on main screens beside the stage
- Table tents with sponsor logo
- Sponsor may provide promo items on each table for 1,500 attendees
- Plus extra impressions based on total sponsorship level



GRAND NATIONAL AUCTION SPONSOR / \$30,000 EXCLUSIVE

Saturday Night

- If no exclusive sponsor, three \$12,500 sponsorships available
- Sponsor logo on main screens beside the stage
- Table tents with sponsor logo
- Sponsor may provide promo items on each table for 1,500 attendees
- Plus extra impressions based on total sponsorship level





NATIONAL RENDEZVOUS / \$20,000

Thursday

- Sponsor logo on main screens beside the stage
- Table tents with sponsor logo
- Sponsor can provide promo items on each table for 1,500 attendees
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

LADIES' AUCTION SPONSOR / \$25,000

Friday

- Sponsor logo displayed on main screen
- Sponsor may provide banner stands or table covers to be used for additional branding
- Plus extra impressions based on total sponsorship level



VENOR

(First Right of Refusal)

GOLDEN GUN & HUNT EXTRAVAGANZA SPONSOR / \$25,000

Saturday

- Sponsor logo displayed on main screen
- Sponsor may provide banner stands or table covers to be used for additional branding
- Plus extra impressions based on total sponsorship level



ESCALATOR AND MIRROR CLINGS SPONSOR / \$22,500

Wednesday – Saturday

- Sponsor logo in 10 exhibit hall bathrooms
- Sponsor logo on four escalators in high traffic areas
- Plus extra impressions based on total sponsorship level

SPONSORSHIP AVAILABLE



2023 Sponsorship Opportunities

HUNTING HERITAGE BREAKFAST / \$17,500 TITLE SPONSOR

Friday Morning

- Title Sponsor of the event
- Sponsor logo on main screens
- Two-minute presentation from the podium or a 15-second commercial
- Sponsor may provide banner stands or table covers to be used for additional branding
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

\$10,000 SUPPORTING SPONSOR

- Supporting sponsor of the event
- Sponsor logo on main screens
- Sponsor may provide banner stands or table tents to be used for additional branding
- Plus extra impressions based on total sponsorship level

**SPONSORSHIP
AVAILABLE**

VETERANS' BREAKFAST / \$17,500 TITLE SPONSOR

Saturday Morning

- Title Sponsor of the event
- Sponsor logo on main screens
- Two-minute presentation from the podium or a 15-second commercial
- Sponsor may provide banner stands or table covers to be used for additional branding
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

\$10,000 SUPPORTING SPONSOR

- Supporting sponsor of the event
- Sponsor logo on main screens
- Sponsor may provide banner stands or table tents to be used for additional branding
- Extra impressions based on total sponsorship level

**SPONSORSHIP
AVAILABLE**





2023 Sponsorship Opportunities

LANYARDS SPONSOR / \$20,000

Wednesday – Saturday

- Sponsor message on lanyards for exhibitors and convention attendees
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

THE WATERIN' HOLE SUPPORTING SPONSORS / \$12,500 (1 of 10)

Wednesday – Saturday

- One logo neon sign and one metal or wood sign on facade
- Exposure in the social hub of convention
- Sponsor logo on large banners
- Plus extra impressions based on total sponsorship level
- Limited to 10 sponsors



(First Right of Refusal)

SPONSORSHIP AVAILABLE

SPONSORSHIP AVAILABLE

PARKING LOT SHUTTLE SPONSOR / \$12,500

Thursday – Saturday

- Sponsor logo displayed in shuttle buses for three days
- Sponsor message included in an informational five-minute DVD loop
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

BID PADDLES SPONSOR / \$12,500

Friday – Saturday

- Logo on 5,000 bid paddles
- Bid paddles provided in the Ladies' Auction, Golden Gun & Hunt Extravaganza, and Grand National Auction
- Plus extra impressions based on total sponsorship level

SPONSORSHIP AVAILABLE



2023 Sponsorship Opportunities

CHARGING STATIONS SPONSOR / \$10,000 (two available)

Thursday – Saturday

- Logo on two banner stands in the charging station area
- Logo on one charging table
- Sponsor can provide promo items in this area
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE

TAXIDERMY COMPETITION SPONSOR / \$12,500

Thursday – Saturday

- Sponsor logo on event banner
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level



CONTINUOUS VIRTUAL SILENT AUCTION SPONSOR / \$12,500

Thursday – Saturday

- Banners placed throughout Exhibit Hall
- Logo on virtual auction site
- Plus extra impressions based on total sponsorship level



GUN BLAST SPONSOR / \$12,500

Thursday – Saturday

- Sponsor logo displayed on banner in the exhibit hall
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)





JAKES/POULTS/INTERMEDIATE CALLING CONTESTS SPONSOR / \$10,000

Friday

- Sponsor logo displayed on main screen
- A 15-second commercial before and after the contest
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

GRAND NATIONAL CALLMAKING COMPETITION SPONSOR / \$10,000

Thursday – Saturday

- Sponsor logo displayed on banner in competition area
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level

SPONSORSHIP AVAILABLE

PRODUCT SHOWCASE SPONSOR / \$12,500

Thursday – Saturday

- Sponsor logo displayed on banner in the exhibit hall
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level



(First Right of Refusal)

TENTH LEGION EVENT SPONSOR / \$10,000

Event Date TBD

- Title sponsor of the event
- Sponsor recognized on event collateral, i.e. invitation, table cards, etc.
- Sponsor may provide branded gifts for these upper level donors
- Plus extra impressions based on total sponsorship level

SPONSORSHIP AVAILABLE



2023 Sponsorship Opportunities

PRESIDENT'S RECEPTION SPONSOR / \$10,000

Saturday

- Title sponsor of the event
- Sponsor recognized on event collateral, i.e. invitation, table cards, etc.
- Sponsor may provide branded gifts for these upper level donors
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE

FLOOR CLINGS SPONSOR / \$6,000

Thursday – Saturday

- Two 4' by 4' floor clings of your company logo leading attendees to exhibit hall
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE

WORSHIP SERVICE SPONSOR / \$5,000

Sunday Morning

- Sponsor logo on main screens
- Sponsor may provide banner stands to be used for additional branding
- Plus extra impressions based on total sponsorship level

SPONSORSHIP
AVAILABLE





Our Partners Become Part of Our Conservation Legacy

Each partnership helps the NWTF continue its 50-year history of work towards its mission: a dedication to the conservation of the wild turkey and the preservation of our hunting heritage. While we remain steadfast in carrying out that sacred oath adopted in 1973, we could not meet the standard of that mission without our valued partners.

When you sponsor events and programs at the NWTF Convention and Sport Show, you're investing in the future of wildlife conservation and our outdoors lifestyle. Each sport show vendor and each sponsor at any level becomes a partner in our efforts to Help the Yalp and ensure Healthy Habitats. Healthy Harvests.

Since the NWTF's founding, we have conserved or enhanced more than 21 millions acres of wildlife habitat through an investment of more than \$500 million. We also have worked to preserve our hunting heritage by recruiting millions of new or lapsed hunters through our Education and Outreach programs.

With your help, we will continue the NWTF for another 50 years, working to enhance wild turkey habitat, introduce hunters to the outdoors and open access to more places for hunting and recreation. Contact the NWTF today to discover ways you can join the fun at our convention and sport show – and help us make a larger impact on the future of conservation and the outdoors.



“It’s the one place we’ll come to because it’s like a homecoming; it’s the start of a new year, and it’s our best friends and partners at the NWTF.”

*— Toxey Haas, Mossy Oak
Founder and CEO*