



Why Become a BHA Sponsor?

Sponsorship is the fastest growing form of marketing in the U.S. It is still very much in its infancy, especially in the trade show arena. With this in mind, you can find unlimited opportunities to broaden your competitive advantage by increasing your credibility, image and prestige in sponsoring events and organizations attracting your target market.

So, why should your company be interested in sponsorship? When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of the BHA organization.

What is sponsorship?

Sponsorship is the financial or in-kind support of BHA or a BHA activity, used primarily to accomplish specific goals.

A large number of BHA events use sponsorship support to offer more exciting programs and to help defray costs. Sponsorship allows companies to reach specifically targeted niche markets without any waste. In addition, it is a powerful complement to other marketing programs, in addition to having a dramatic influence on customer relations.

Benefits of Sponsorship?

Sponsorship offers the possibility of achieving several goals at once. Your company can benefit from sponsorship in many ways, such as:

- **Enhances Image and Shapes Customer Attitudes**

Often companies are looking to improve how they are perceived by their target audience. Sponsoring BHA events that appeal to your archery/bow hunting markets are likely to shape buying attitudes and help generate a positive reaction.

- **Driving Sales**

Sponsorship can be an extremely potent promotional tool. This objective allows BHA sponsors to showcase their product attributes or to introduce new products such as bows.

- **Creating positive publicity/heightening visibility**

Every archery-related company is seeking cost-efficient wide exposure in both electronic and print media. Printing and mail costs has skyrocketed basically eliminating this media as a cost-effective

method of marketing. BHA Forum for sponsors and Facebook allow marketing to the archery/bowhunting target market virtually at NO ADDITIONAL COST.

Positive publicity helps create heightened visibility of products/services.

- **Differentiating from competitors**

The mere act of becoming a BHA is a significant way to create competitor differentiation. Your company name has the opportunity to stand out head and shoulders above the competition. This is particularly helpful if your company wants to combat a competitor with a larger ad budget. Sponsorship allows smaller companies to compete with their industry giants.

Target audiences often perceive sponsorship in a positive way. They see you as making a greater effort to support the event, sometimes allowing more or better activities to take place as a result of your sponsorship.

It comes down to this. Bowhunters of Alabama wants to build a **Win-Win-Win** relationship with our sponsors. We not only depend on them for financial help but also for their innovative and technical expertise that is provided to our members through the many archery related retail stores.

First, **BHA** wins because we receive funds that we desperately need to expand our special projects like our youth archery and bow hunting educational programs. To Perpetuate is embedded within our Constitution and we have committed to accomplishing this by teaching and growing our youth

The second equal winner is our **Sponsor**. BHA widely recognizes its sponsors as much as possible, which gives them high visibility with the archers and bowhunters in the Great State of Alabama and to the host of out-of-state website visitors.

And the final and very much a winner is our **Members and Visitors**. Providing visibility of your company and products gives them information to make quality buying choices and helps keep them up-to-date on the technology advances in our sport. The *Sponsor Profile Feature* gives them personal information about the dedicated and passionate people behind the company.

Win – Win - Win

Please review our sponsorship program on the next page and choose one that fits your company's needs. If you have any questions please let me know.

Glenn Campbell, Sponsorship Chairman, gwc15000@gmail.com

BHA SPONSORSHIP PROGRAM

Company Sponsorship: Non-Retail	\$250	\$500	\$1,000	\$2,000
Initial Sponsorship Announcement-BHA Website/FB/ Twitter	X	X	X	X
BHA Sustaining Membership-1 Yr.	X	X	X	X
Forum Sponsor Section	X	X	X	X
Rights to Use BHA Logo for Marketing Purposes	X	X	X	X
Vendor Booth at State Championship		X	X	X
Rotating Logo Ad: Right Sidebar 125x125 pixels ⁽¹⁾ (6 continuous Mths)	X			
Static Logo Ad: Right Sidebar 125x125 pixels ⁽¹⁾ (12 continuous Mths)		X		
Rotating Banner Ad at Top of Front Page 575x90 ⁽¹⁾ (12 Continuous Mths)			X	
BHA Sponsor 1-page Feature Article <i>(see sample attached)</i>			X	X
BHA Weekly Digest Ads (4 Continuous Weeks)			X	
BHA Weekly Digest Ads (12 Continuous Weeks)				X
Static Banner Ad: Top/Front Page 575x90 pixels ⁽¹⁾ (12 Continuous Mths)				X
Static Logo Ad: Left Sidebar 120x240 pixels ⁽¹⁾				
Static Banner Ad at Top of Specific Non-Home Page 575x90 pixels ⁽¹⁾				
⁽¹⁾ Graphic Design Fee \$20, Also includes hyperlink to website				

Product Donations: Must be one item/service and no more than 25% of MSRP will be given toward value of product or services donations.

Rotating Ad: An ad that rotates with another ad for a specific length of time.

BANNER ADVERTISING

Banner ads are a cost-effective and efficient way of marketing your company's products and services. They also provide a direct traffic link to your website as just one click of the mouse gives the visitor all the information you want to provide to them. Gain recognition and enhance mindshare by always being visible to your target audience. Banner ads work 24/7/365 and you don't have to feed them!



Static Banner Ad: Appears on 1 single page within body, 575x90 pixels



Static or Rotating Ad: Right Sidebar 125x125 pixels appears on all pages except Forum



Static or Rotating Ad: Left Sidebar 120x240 pixels appears on all pages.

You can provide the banner or we can design one for an additional \$20. You must provide logo and any necessary trademark graphics.

Sponsor Profile Page

This sponsorship feature is worth the total sponsorship price alone! It is only included in the top two packages. We will write and design a full-page pdf Featured Sponsor release for our membership. We post on our website, forum, Facebook and Twitter for everyone to see. Our BHA members and visitors need to know who you are and why they should buy from you. This Profile Page tells them.



Featured Sponsor

Glenn Campbell, BHA Sponsorship Chairman—gwc15000@gmail.com (256) 694-7272 www.bowhuntersofalabama.org

Archery Unlimited

www.archeryunlimited.net

Rick Hellums, owner of Archery Unlimited, has been a member of BHA for the last 18 years when he also joined Autauga County Bowhunters.

Rick and his wife, Paige, opened Archery Unlimited in 2001 and is located in Prattville, Alabama.

Archery Unlimited is a full-line pro shop offering professional services such as custom built arrows, bow tuning, repair and equipment set-up.

Private shooting and coaching are also

available by their experienced staff shooters.

Archery Unlimited became a BHA Sponsor when Rick became more involved with trail shoots along with Barry Estes and Randy Yeagan. This was about the same time he opened Archery Unlimited.

Since then, Rick and Archery Unlimited has contributed more than \$30,000 in merchandise and cash to support efforts for Autauga County Bowhunters and Bowhunters of Ala-



bama.

www.archeryunlimited.com

Address:

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BHA Officers

- Mark Proctor, President
- Chris Coultas, V. President
- Charman McAlpine, Sec
- Carol Wasylow, Treas
- Melanie Coultas-Editors
- Glenn Campbell-Webmaster
- Chester Suttle-Awards
- Glenn Campbell-Sponsors
- Clete Blankenship-Northern Zone Director
- Kenny Moore-Central Zone Director
- Danny Stokes-Southern Zone Director



Join us on Facebook and received up to date news about BHA and our Sponsors.

Find us at:

Bowhunters of Alabama (BHA) - Sponsors

Be sure to LIKE us while you are there and Please SHARE us with your friends. It is easy and they will appreciate it along with our sponsors.



10 & 20 Yard Lanes