



BOWHUNTERS OF ALABAMA PREFERRED PARTNER PROGRAM

Connecting Alabama Bowhunters With Businesses That
Support the Hunting Community

Thank you for your interest in becoming a Bowhunters of Alabama Preferred Partner.

The BHA Preferred Partner Program is designed to create a mutually beneficial relationship between Bowhunters of Alabama and businesses that serve hunters, archers, and outdoor enthusiasts.

Preferred Partners provide an exclusive benefit, discount, or special offer to BHA members. In return, BHA promotes those businesses through our website, events, social media channels, and podcast, helping connect our members with businesses that support Alabama's hunting heritage.

Together, we can strengthen bowhunting opportunities, support conservation, and encourage hunters to support businesses that support them.

Website: www.bowhuntersofalabama.org

Contact:

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ABOUT BOWHUNTERS OF ALABAMA

Bowhunters of Alabama is a statewide organization dedicated to:

- Promoting bowhunting throughout Alabama
- Supporting wildlife conservation
- Protecting hunting opportunities
- Educating current and future hunters
- Encouraging youth participation
- Building a community of ethical bowhunters

Through tournaments, events, advocacy efforts, strategic partnerships, and the Alabama Archery Podcast, BHA works to protect, promote, and preserve bowhunting in Alabama.

WHY BECOME A PREFERRED PARTNER?

Hunters are passionate about supporting businesses that invest in the outdoor community.

As a Preferred Partner, your business gains direct exposure to dedicated hunters across Alabama while demonstrating a commitment to the future of bowhunting and conservation.

Benefits of Becoming a Preferred Partner

Website Recognition Your business will be featured on the BHA website with:

- Company logo
- Business description
- Contact information
- Website link
- Exclusive member offer

Event Visibility Preferred Partners receive recognition through BHA events and functions, including opportunities for logo placement and event promotion.

Social Media Exposure Preferred Partners may be highlighted through:

- Partner Spotlights
- Product Features
- Business Announcements
- Event Promotions

Podcast Opportunities Selected partners may be invited to appear on the Alabama Archery Podcast to discuss:

- Their business
- Products and services
- Hunting opportunities
- Conservation initiatives
- Industry trends

Access to a Targeted Audience BHA connects your business directly with Alabama hunters, bowhunters, and outdoor enthusiasts who actively support organizations and businesses that support the hunting community.

HOW THE PROGRAM WORKS

Preferred Partner Provides

An exclusive benefit for current BHA members. Examples include:

- Percentage discounts
- Member-only pricing
- Service discounts
- Seasonal promotions
- Preferred booking opportunities
- Complimentary consultations
- Value-added offerings

Each partner determines the offer that best fits their business.

BHA Provides

- Website promotion
- Social media exposure
- Event recognition
- Podcast opportunities
- Ongoing visibility among Alabama bowhunters

Members Benefit

Members receive exclusive savings and opportunities while supporting businesses that invest in Alabama's bowhunting community.

EXAMPLES OF MEMBER BENEFITS

Archery Shop 10% Off Accessories
Outfitter \$100 Off Guided Hunt
Taxidermist 10% Off Mounts
Deer Processor Discount Processing Fee

Sporting Goods Store Member
Appreciation Promotion
Campground Reduced Camping Rates
Guide Service Exclusive Member Offer

PREFERRED PARTNER PROGRAM APPLICATION
Connecting Alabama Bowhunters With Businesses That Support the Hunting
Community

BUSINESS INFORMATION

Business Name: _____

Contact Person: _____

Phone: _____

Email: _____

Website: _____

Business Type: _____

Preferred Contact Method: Phone / Text / Email

BHA MEMBER BENEFIT

Describe the exclusive discount, promotion, or special offer you will provide to current BHA members:

Member Benefit:

Exclusions / Limitations:

How Members Redeem This Benefit:

MARKETING & SPOTLIGHT INFORMATION

To help us promote your business through our website, social media, events, and podcast, please provide the following:

Business Description (2–4 sentences)

Tell us about your business, what you offer, and who you serve.

Owner / Manager Quote

Why does supporting Alabama's bowhunting community matter to your business?

Social Media Links

Facebook Page: _____

Instagram Handle: _____

Photo Upload

Please provide one high-quality photo (storefront, staff, product display, or logo) for use in your Partner Spotlight.

Promotions (optional)

Please email us with any seasonal or ongoing promotions you would like us to highlight.

REQUIRED MARKETING MATERIALS

Please provide the following with your application:

- Business Logo
- Website Address
- Social Media Information
- Business Description

AGREEMENT

I understand this partnership is intended to create mutual value for Bowhunters of Alabama, its members, and participating businesses. This agreement does not require financial sponsorship; it simply confirms your commitment to providing the member benefit listed above

Signature: _____ Date: _____