



BOONE AND CROCKETT CLUB

Pioneers of Conservation. Our Legacy for Generations.™

MISSION STATEMENT

It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting and to maintain the highest ethical standards of fair chase and sportsmanship in North America.



RESEARCH

RECORDS

POLICY



WWW.BOONE-CROCKETT.ORG





WHO WE ARE

The Leading Authority on Conservation, Big Game Hunting, and Fair Chase.

WE ARE THE LEGACY

The Boone and Crockett Club has been working to conserve America's wildlife since 1887. We are proud to be the oldest wildlife conservation organization in North America. The Club is widely known for its scoring system and record books for native North American big game, but we are so much more.

WE ARE HUNTERS

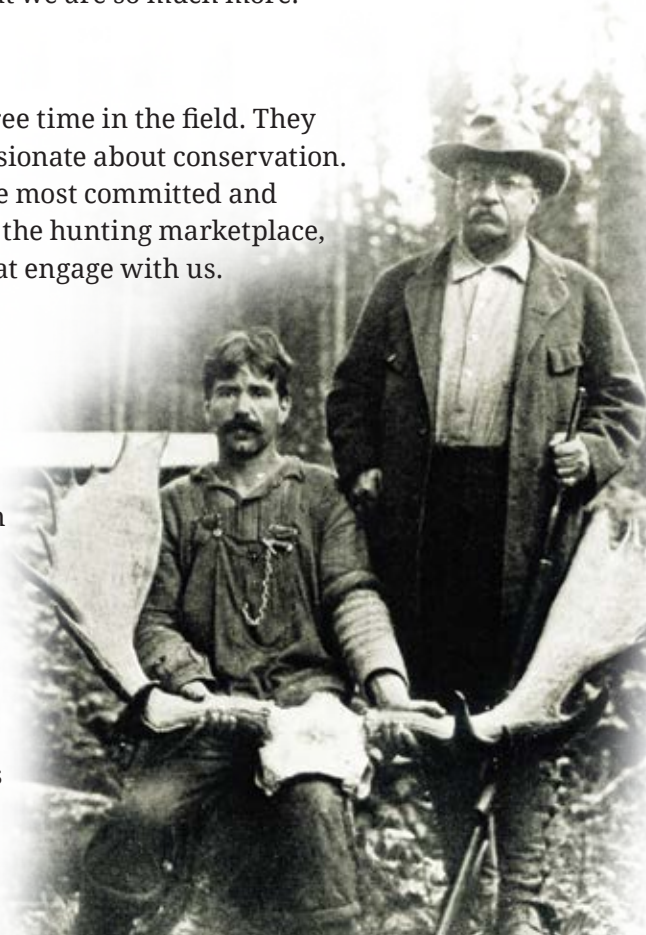
Our members spend most of their free time in the field. They are affluent, well-educated, and passionate about conservation. The Boone and Crockett Club has the most committed and knowledgeable vertical audience in the hunting marketplace, and they engage with companies that engage with us.

WE ARE FAIR CHASE

Fair Chase® is more than a registered trademark of the Boone and Crockett Club. It is the guiding principle of ethical conduct for hunters in the field—and it has been for more than a century.

WE ARE THE HUNTER'S VOICE

Conservation doesn't happen in a vacuum. Our members are policy makers at the highest levels who make certain our wildlife resources (and the industries they support) have a seat at the table and a voice that will be heard.



BE A PART OF THE LEGACY

Don't just take our word for it. Take a tour through the numbers about our followers. You'll find that the Boone and Crockett Club is comprised of a unique group of passionate members. If your company believes in conservation and understands that hunting plays an integral part in sustaining our country's wildlife resources, then support us and become part of North America's most influential wildlife conservation movements.

YOUR CONTRIBUTIONS WILL HELP THE CLUB:

- Maintain big game records for scientific and management purposes
- Increase public awareness and acceptance of recreational hunting as an irreplaceable mechanism for conservation
- Propose beneficial federal conservation legislation and block harmful policies
- Continue to elevate the importance and relevance of ethical, fair chase hunting
- Invest in the scientific research necessary for modern-day wildlife management, as well as guide the careers of our future conservation leaders.

BOONE AND CROCKETT CLUB | 250 STATION DRIVE, MISSOULA, MT 59801

CONTACT: Michelle Scheuermann - Michelle@Boone-Crockett.org - 406/542-1888 x218 or Jodi Stemler - JStemler@Boone-Crockett.org - 406/542-1888 x217



YOUR SUPPORT

Throughout its 136-year history, the Boone and Crockett Club's strategic partnerships have helped support our mission.

Conservation isn't easy. It's become more complex every year and conservation efforts take time to bear fruit. Boone and Crockett sponsors understand this and know that their contributions to the Club will ensure their customers have opportunities to hunt, places to hunt, and abundant game.

BENEFITS:	PRINT	DIGITAL	E-NEWSLETTER	MORE TO THE SCORE PHOTO GALLERY (LIMITED TO ONE SPONSOR)	WILDLIFE CAUGHT ON CAMERA PHOTO GALLERY (LIMITED TO ONE SPONSOR)	VINTAGE HUNTING ALBUM PHOTO GALLERY (LIMITED TO ONE SPONSOR)	POACH AND PAY PROJECT	FAIR CHASE YEARBOOK (LIMITED TO ONE SPONSOR)	TRAILBLAZER
Fair Chase magazine Ad or Sponsorship Presence	✓			✓	✓	✓	✓	✓	✓
Website or E-Newsletter Banner Ad		✓		✓	✓	✓	✓	✓	✓
Dedicated Email Blast/Inclusion in <i>In The Field</i>			✓	✓	✓	✓	✓	✓	
Poach and Pay Project: Defend Hunting, Fighting Poaching							✓		
Exclusive sponsorship of bonus fifth issue of <i>Fair Chase</i> magazine								✓	
Logo banner in monthly <i>In the Field</i> e-newsletter, one month as the title sponsor									✓
Use of the Club's name/logo and Trailblazer logo as a Conservation partner									✓
Partner profile article on B&C's Partner Profile web page									✓
Nationally distributed press release									✓
Social Media posting – tagging sponsor									✓
ANNUAL INVESTMENT	\$800- \$3,000	\$800- \$5,000	\$3,000	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$20,000



BOONE AND CROCKETT CLUB
TRAILBLAZERS
IN CONSERVATION

Reserved for companies with the greatest commitment to conservation, and those most dedicated to our Mission.

Trailblazers in Conservation is the highest-level partnership available with the Club and is an investment in the Club's Mission and includes tangible media, marketing, and outreach benefits.

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OUR AUDIENCE

Engagement and growth is our strategy. Our *Fair Chase* readers and digital media users look to Boone and Crockett as their big game hunting resource.

PRINT AUDIENCE – 6,500 PER ISSUE

Over 50% of our readers are **45-64 years old** with **84% earning over \$60,000** a year and **53% over \$100,000+**.

MEMBERS ARE EDUCATED AND DEDICATED

Over 85% of our readers have **attended college**, and 64% have gone on to graduate. **More than a quarter of our readers have a Master's degree or higher.** Once they're a member, they stay a member.

WEBSITE BEHAVIOR

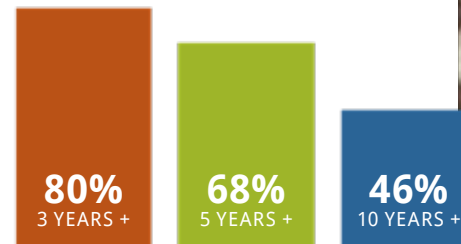
5 million Boone-Crockett.org page views over the last year, a 47% increase.

2.6 million unique visitors during the last year!

We've achieved an average year over year growth rate in excess of over 100% over the prior year.

IN THE FIELD E-NEWSLETTER

Boone and Crockett Club has an e-mail list of over **60,000 engaged subscribers** who have opted-in to receive our monthly e-newsletter *In the Field*.



MEMBERSHIP RETENTION RATE



DEMOGRAPHICS

Age	Facebook	Instagram	Newsletter	Magazine	Website
18-24	3%	13%	3%	—	10%
25-34	21%	36%	10%	5%	19%
35-44	25%	27%	14%	8%	23%
45-54	22%	15%	19%	20%	19%
55-64	16%	6%	22%	33%	17%
65+	13%	3%	26%	34%	11%

38.0%

Average Open Rate
In the Field Monthly e-Newsletter

18.4%

Average Click-Through Rate
To B&C Website

HUNTING AS A WAY OF LIFE

Over 60% of our members report hunting in multiple states every year.

43%
Hunt 31+ Days A Year

76%
Hunt At Least
16 Days A Year



330K
FOLLOWERS



47K
FOLLOWERS



4K
FOLLOWERS



8K
SUBSCRIBERS

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