



Global Outfitters Media & Product Marketing Kit

YOUR ONLY CHANNEL PARTNER SOLUTION INCORPORATING ADVERTISING AND PRODUCT SALES DIRECTLY TO OUTFITTERS AND YOUR RETAIL PUBLIC. COMBINING A DIRECT SALES FORCE WITH TELEVISION AND THE WEB!

DIRECT SALES STAFF: *GO* Pro Staff Reps & Inside Sales market directly to Outfitters & Guides

GLOBAL OUTFITTERS TV SHOW: News, Product Reviews & Adventure Destinations Show to the public

GLOBALOUTFITTERS.COM: First Travel Site for Hunting Fishing & Shooting for the public

THE TOTAL PACKAGE: We combine marketing via the Web, TV and Direct Sales.

SELLING YOUR PRODUCTS THROUGH THE OUTFITTERS BUYER'S CLUB

Global Outfitters created the Outfitters Buyer's Club to complement our custom software tools currently supporting our database of over 10,000 hunting, fishing and shooting Outfitters. Our corps of field Pro Staff Reps supported by an Inside Sales staff also markets your products directly to outfitters & guide services via our Outfitters Buyer's Club. These, mostly rural, business operations are the target of their sales efforts. We work with you to develop a program designed to pass on savings to the businesses you want using your products. Your products round out a line card of products and services focused on supporting hunting, fishing and shooting operations. Global Outfitters supports on-line sales, store front and drop-ship sales. Let's discuss working together to support the professions of Outfitters & Guides.

How we market your products to the Outfitters:

GO Pro Staff Reps market your products through our line card of products and services directly to the Outfitters by sales calls or trade show presence.

We direct marketing via email, newsletters and hard mail campaigns to our database of over 10,000 Outfitters Worldwide.

Target marketing with banner advertising to the Outfitters as they sign on and us the private *GO Outfitters Admin Interface* to manage and market their business.

SELLING YOUR PRODUCTS THRU THE GLOBAL OUTFITTERS SHOW

The Global Outfitters Show was developed as a 52 week news, product reviews and adventure destinations show. Working with Rust Faulk Outdoors Global Outfitters developed this unique and entertaining programming concept for outdoor television. In addition to reviewing great adventure travel destinations for hunting, fishing and shooting, the Global Outfitters Show reviews and field test products. Filmed as a current events show the Global Outfitters Show is always up to date focusing on the current hunting, fishing and shooting seasons. Show segments include "Get Geared Up", "Call Of The Wild" and "Adventure Cooking". Let *GO* work with you to create show segments and advertising to best showcase your products to a target audience. See our flexible plans listed next.

How we market your products to your retail public on the Global Outfitters TV Show:



AIR TIMES: Sunday 3:00 PM EST & Wednesday 10:00 PM PST

Pursuit Channel – 608 HUNT on Direct TV Coverage in 24 Million Households in 2010 increasing to 43 Million Households nationwide January 1st, 2011 with the addition of Dish Networks.

COMMERCIAL SPONSORSHIPS – 30 second commercial spots will be a part of all GOTV airings in each quarter purchased.

1. Minimum of 26 airings per quarter (13 weeks x 2 airings per week): \$7,500 per quarter.
2. One Week with 2 airings: \$900 per week.

BILLBOARD SPONSOR – GOTV will place 5 second logo & voiceover in the front billboards for all GOTV airings in the quarter purchased.

1. Minimum of 26 airings per quarter (13 weeks x 2 airings per week): \$2,500 per quarter.
2. One Week with 2 airings: \$350 per week.

IN-SHOW FEATURE SPONSORSHIPS – GOTV in-show programming segments include, "Outfitter Review", "Get Geared Up", "Adventure Cooking", "Meet The Artist", and "Call Of The Wild". These feature segments, along with show openings and closings are designed around you, the sponsor, and your product marketing. All footage will be placed on the weekly show page on GlobalOutfitters.com, and will be available to GO for future usage.

1. Minimum of 26 airings per quarter (13 weeks x 2 airings per week): \$10,000 per quarter.
2. One Week with 2 airings: \$1500 per week.

PRODUCT ENDORSEMENT SPONSOR – You will be the exclusive product in your category for all GOTV airings while in each quarter of sponsorship.

WEBSITE LOGO – Global Outfitters agrees to place your logo with hyperlink on GlobalOutfitters.com Show page, and other agreed upon pages. Global Outfitters will also add your hyperlink to each Newsletter, so internet users can link to your products with one click.

SELLING YOUR PRODUCTS THRU GLOBALOUTFITTERS.COM

Everything we do here at Global Outfitters is designed to drive traffic to GlobalOutfitters.com and our affiliated partner's websites. Whether it is a website we designed and manage like PursuitChannel.com, GlobalOutfitters.com, or our GO FIND AN OUTFITTER button found across the Internet, we can get you and your retail outlets visibility. In addition, we can add your products to the Pro Shop on GlobalOutfitters.com. We can build a banner ad program tailored for your product exposure.

WEBSITE LOGO – Banner advertisements placed on GlobalOutfitters.com and PursuitChannel.com for \$75 per month for each banner. Buy two banner locations for \$125 per month.

For more information about getting onboard with the Global Outfitters Team, contact us and we will work out a custom plan that gives you the most coverage for your products at the best prices available.

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