2020 HOUSTON SAFARI CLUB FOUNDATION
WORLDWIDE HUNTING EXPO & CONVENTION

January 24-26, 2020

GEORGE R. BROWN CONVENTION CENTER
EXHIBIT HALL E
1001 Avenida De Las Americas
Houston, TX

HILTON AMERICAS-HOUSTON
1600 Lamar St
Houston, TX
CONVENTION SPONSORSHIPS

HOUSTON SAFARI CLUB FOUNDATION’S ANNUAL WORLDWIDE HUNTING EXPO & CONVENTION

Houston Safari Club Foundation’s (HSCF) Annual Convention is scheduled for January 24-26, 2020 at the George R. Brown Convention Center, Hall E, and the Hilton-Americas-Houston in Houston, Texas. This three day event provides a tremendous marketing opportunity to reach an affluent, motivated consumer audience. Thousands of people from Texas and around the world gather to celebrate hunting, education and conservation!

Hundreds of exhibits, daily and nightly gatherings, auctions and entertainment are just a few of the features of our annual event. Celebrities, dignitaries and key opinion leaders are often in attendance. In addition, HSCF embraces the importance of education and conservation as we recognize our annual scholarship recipients and hunting award winners. Saturday evening’s formal gathering is our apex event featuring live entertainment, Hunter of the Year awards and a grand live auction.

HSCF’s Annual Worldwide Hunting Expo & Convention is our largest fundraiser each year. Proceeds go towards fulfilling our mission of preserving hunting through education, conservation and the protection of hunters’ rights. Your support is the reason we are able to continue this mission.

ABOUT US

Houston Safari Club Foundation (HSCF), our 501(c)(3) branch, is dedicated to education and conservation. HSCF provides one of the largest scholarship programs of its kind to students involved in the study of wildlife, range management and other conservation-related majors. 525 scholarships have been awarded, totaling over $2.25 million. HSCF also provides programs which introduce a new generation of young people to the outdoors. These programs provide interactive experiences in the classroom, in the field and on the water. We annually host 150+ area high school students for a day of career exposure to outdoor-related professions, at our annual convention. In addition, we take almost 100 students on hunting and fishing experiences each year. Operating as a separate entity, Houston Safari Club, our 501(c)(4) organization, is dedicated to legislative and policy initiatives focused on hunting, hunters’ rights and conservation.

Our members have a diverse background and wide variety of interests. But, they all have one thing in common—their passion for the outdoors, a love of hunting, a commitment to the responsible management of national resources, and the protection of our rights as hunter-conservationists.
Houston Safari Club Foundation is comprised of passionate people dedicated to preserving the future of the outdoors. Our membership is a diverse network of affluent professionals, with strong purchasing power, engaging in many aspects of life including hunting, watersports, luxury travel, property ownership and more.

**HSCF MARKET SURVEY**

**Member Demographics**

**Members for over 11 yrs**

Almost 40% of our members have been become members within the last 5 years with over 16% having joined within the last year. 44% have been members 11 years or more.

**Education**

51% are college graduates with over 26% having earned advanced degrees.

**Career Status**

21% of our members operate at the Executive Management level with 66% of members being business owners.

**Residences**

47% own 2 or more residences.

**Vehicle Ownership Types**

- Over 59% own 3 or more vehicles.
- 89% own trucks, 72% own cars.
- 48% own ATVs/UTVs, 18% own boats.
- 3% own airplanes.

**Average HH1**

$200,000-$500,000 with 18% presenting an HHI of $500,000 or greater.

**Acreage**

50% own acreage with 52% owning 100 acres or more.

**Marital Status**

85% attend membership events each year.

**Gender**

90% male

**Age**

- 11% are 25-34,
- 9% are 35-44,
- 26% are 45-54,
- 52% are 55+

**Average Net Worth**

$2.2 - 2.5M

With 23% presenting an ANW of $5M or greater.
Our Members

Hunting by Game Type

- Big Game: 60%
- Small Game: 55%
- Predators/Varmints: 43%
- Migratory Birds: 30%
- Upland Birds: 60%
- Fur-Bearing Animals: 45%

Leisure/Vacation Trips
90% take 1-5 leisure/vacation trips annually.

Annual Hunting Expenditures
21% spend $5,000-$10,000 annually with 55% spending $10,000 or more each year.

Purchasing Habits
Over 42% of our members have made 2 or more purchases from our advertisers. 90% of our members share knowledge about hunting and/or hunting products with 3 or more people, on a regular basis.

Hunting Trips
Over 43% take 6 or more hunting trips annually.

Method of Take
- Rifle: 93%
- Shotgun: 90%
- Archery: 39%

Reader Habits
Over 40% of our members read every issue of our magazine, cover to cover, with over 67% reading the magazine the day they receive it in the mail.

How Does HSCF Spend Its Money?

- Scholarships: 71%
- Conservation: 14%
- Youth: 5%
- Veterans: 10%

(‘Based on 2018-2019 data)
# CONVENTION 2020
## SCHEDULE OF EVENTS
### THURSDAY, JANUARY 23rd

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 6:00 pm</td>
<td>Exhibitor Registration &amp; Move In</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>7:00 pm - 9:00 pm</td>
<td>Exhibitor Appreciation Party</td>
<td>TBD</td>
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### FRIDAY, JANUARY 24th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 10:00 am</td>
<td>Exhibitor Registration &amp; Move In Continues</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>8:30 am - 2:30 pm</td>
<td>Youth Wildlife Conservation Education (YWCE) Workshop</td>
<td>Hilton Americas - Houston Room 335 A-C</td>
</tr>
<tr>
<td>9:00 am - 5:00 pm</td>
<td>Exhibit Hall Open - featuring raffles, guides, outfitters, artists, craftsmen, gear &amp; more from around the world!</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Cocktail Hour</td>
<td>Hilton Americas - Houston Ballroom of the Americas Lobby</td>
</tr>
<tr>
<td>6:30 pm - 10:00 pm</td>
<td>Annual HSCF Hunting Awards Banquet, live entertainment, &amp; live auction</td>
<td>Hilton Americas - Houston Ballroom of the Americas</td>
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### SATURDAY, JANUARY 25th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 am - 5:00 pm</td>
<td>Exhibit Hall Open - featuring raffles, guides, outfitters, artists, craftsmen, gear &amp; more from around the world!</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>10:30 am - 1:30 pm</td>
<td>Gazelles Luncheon featuring entertainment, live &amp; silent auctions</td>
<td>Hilton Americas - Houston Ballroom of the Americas</td>
</tr>
<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Cocktail Hour</td>
<td>Hilton Americas - Houston Ballroom of the Americas Lobby</td>
</tr>
<tr>
<td>6:30 pm - 10:00 pm</td>
<td>Annual HSCF Formal Gala featuring live entertainment &amp; a grand live auction.</td>
<td>Hilton Americas - Houston Ballroom of the Americas</td>
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### SUNDAY, JANUARY 26th

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 am - 3:00 pm</td>
<td>Exhibit Hall Open</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Convention Raffle Drawing</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>Worldwide Hunting Expo Ends</td>
<td>George R. Brown Convention Center, Hall E</td>
</tr>
</tbody>
</table>
PREMIUM SPONSORSHIPS

PRESENTING SPONSOR: $35,000
Exclusive Sponsorship!

You will be recognized as the “Presenting Sponsor” of the HSCF Annual Worldwide Hunting Expo & Convention. The Presenting Sponsorship is reserved for one exclusive sponsor each year. Sponsorship benefits include two complimentary 10’x10’ booths in the Expo Hall, and a reserved table for 10 people at each of the three banquets with an upgraded Ivory table at the Saturday evening event.

The sponsor has the opportunity to address the audience of their choosing during one of our banquets and will be presented a recognition award during our Saturday evening Gala. Marketing benefits include the opportunity to run a 30-60 second commercial at evening events, sponsorship recognition at evening banquets; a full page advertisement in 4 concurrent issues of our award-winning publication, Hunter’s Horn and the Convention auction catalog; sponsor logo and link in 24 issues of The Bush Telegraph digital newsletter; social media mentions; a presence in all Convention media buys (print, radio, television, digital). Past buys include local and regional network affiliates in addition to Fox Sports, Fox News, Discovery Channel, A&E, National Geographic, History Channel, NBC Sports, Travel Channel, the NFC playoffs and more, offering over 75 million potential impressions. This sponsor may also provide promotional materials to be included in attendee bags. Additional recognition will be provided on event signage, convention materials and our website. 25 Expo hall day passes will also be provided.
PREMIUM SPONSORSHIPS

PLATINUM SPONSOR: $15,000

Platinum Sponsorship benefits include one complimentary 10’x10’ booth in the Expo Hall, and reserved seating for 10 people at each of the three banquets with an upgraded Ivory table at the Saturday evening event.

Marketing benefits include the opportunity to run a 30-60 second commercial at evening events; sponsorship recognition at evening banquets; a 1/2 page advertisement in 4 concurrent issues of our publication, Hunter’s Horn and the Convention auction catalog; sponsor logo and link in 24 issues of The Bush Telegraph digital newsletter; include social media mentions and a presence in all Convention media buys (print, radio, television, digital). Past buys include local and regional network affiliates in addition to Fox Sports, Fox News, Discovery Channel, A&E, National Geographic, History Channel, NBC Sports, Travel Channel, the NFC playoffs and more, offering over 75 million potential impressions. This sponsor may also provide promotional materials to be included in attendee bags. Additional recognition will be provided on event signage, convention materials and our website. 10 Expo hall day passes will also be provided.

GOLD SPONSOR: $10,000

Gold Sponsorship benefits include one complimentary 10’x10’ booth in the Expo Hall, banquet and reserved seating for 10 people at the Friday and Saturday banquets.

Marketing benefits include sponsorship recognition at evening banquets; a 1/4 page advertisement in 4 concurrent issues of our publication, Hunter’s Horn and the Convention auction catalog; sponsor logo and link in 12 issues of The Bush Telegraph digital newsletter; social media mentions and a presence in all Convention media buys (print, radio, television, digital). Past buys include local and regional network affiliates in addition to Fox Sports, Fox News, Discovery Channel, A&E, National Geographic, History Channel, NBC Sports, Travel Channel, the NFC playoffs and more, offering over 75 million potential impressions. This sponsor may also provide promotional materials to be included in attendee bags. Additional recognition will be provided on event signage, convention materials and our website. 10 Expo hall day passes will also be provided.
PREMIUM SPONSORSHIPS

SILVER SPONSOR: $5,000

Silver sponsorship includes seating for 4 people at the Friday and Saturday banquets.

Marketing benefits include sponsorship recognition at evening banquets, in the Convention auction catalog, our publication, *Hunter's Horn*, The Bush Telegraph digital newsletter and our website. Additional recognition will be provided on event signage and convention material. 6 Expo hall day passes will also be provided.

BRONZE SPONSOR: $2,500

Bronze sponsorship includes seating for 2 people at the Friday and Saturday banquets.

Marketing benefits include sponsorship recognition at evening banquets, in the Convention auction catalog, our award-winning publication, *Hunter's Horn*, The Bush Telegraph digital newsletter and our website. Additional recognition will be provided on event signage and convention material. 4 expo hall day passes will also be provided.
The Youth Wildlife Conservation Experience (YWCE) is held on Friday morning of the Convention. Hundreds of Houston-area high school students are provided the opportunity to learn in a fun and educational setting. Past workshops have included volunteerism, urban wildlife conservation, law enforcement, wildlife biology, the art of gunsmithing and hunting. YWCE is our opportunity to reach out and educate a larger audience of young people, and not only demonstrate the value of sport hunting and wildlife conservation, but the role they can personally play in the greater community.

YWCE EXCLUSIVE SPONSORSHIP: $15,000

Sponsor benefits include seating for 10 people at the Friday and Saturday evening banquets and an opportunity to address the students in attendance. Marketing benefits include recognition at the event, name and logo on event materials, signage at the event, a full page advertisement in our publication, Hunter’s Horn and recognition in the Convention Auction catalog and website.

YWCE SHARED SPONSORSHIP: $7,500

Sponsor benefits include seating for 4 people at the Friday and Saturday evening banquets. Marketing benefits include recognition at the event, name and logo on event materials, signage at the event, a 1/2 page advertisement in our publication, Hunter’s Horn and recognition in the Convention Auction catalog and website.

*Additional funding for the Youth Wildlife Conservation Experience made possible through an endowment from MidwayUSA and the Potterfield family.
**YWCE is administered by HSCF, a non-profit organization under section 501(c)(3) of the United States a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975.
GAZELLES SPONSORSHIPS

GAZELLES LUNCHEON

The Houston Safari Club Foundation Gazelles present their annual fundraising luncheon on Saturday of the Convention. This is one of the liveliest and most popular events of the weekend! Exquisite food, live entertainment, and world-class live and silent auctions. Attendees will see the finest in wildlife art, jewelry, sporting accoutrements and worldwide expeditions sure to please the most discriminating of bidders. The event may be run by the ladies, but guys are welcome, too!

GAZELLES PRESENTING SPONSOR: $5,000

This sponsor will be recognized as a Gazelles event “Presenting Sponsor”. Sponsorship benefits include a reserved table for 10 at the event and an opportunity to address the audience.

Marketing benefits include recognition at the event; event signage; recognition in the Convention Auction catalog, Hunter’s Horn and our website.

GAZELLES PLATINUM SPONSOR: $2,500

Sponsorship benefits include reserved seating for 10 at the event.

Marketing benefits include recognition at the event; event signage; recognition in the Convention Auction catalog, Hunter’s Horn and our website.
GAZELLES SPONSORSHIPS

GAZELLES GOLD SPONSOR: $1,000

Sponsorship benefits include seating for 4 at the event.
Marketing benefits include recognition at the event; event signage; recognition in the Convention Auction catalog, Hunter’s Horn and our website.

GAZELLES SILVER SPONSOR: $500

Sponsorship benefits include seating for 2 at the event.
Marketing benefits include recognition at the event; event signage; recognition in the Convention Auction catalog, Hunter’s Horn and our website.

GAZELLES BRONZE SPONSOR: $250

Sponsorship benefits include seating for 1 at the event.
Marketing benefits include recognition at the event; event signage; recognition in the Convention Auction catalog, Hunter’s Horn and our website.

Individual seats for this event available for $125.00 each.
BANQUET SPONSORSHIPS

BANQUETS

The evening convention banquets are our premier social events! You will not want to miss the fun and pageantry as we recognize our annual award winners, introduce scholarship recipients, and play games, while sharing a great meal and beverages. Join us for live auctions, games and live entertainment! Upgrade to an Ivory Table or Reserved seating on Saturday night for the best seats in the house.

SATURDAY NIGHT GALA

The Saturday Night Gala is the premier social event of the Annual HSCF Worldwide Hunting Expo & Convention. A special evening that includes the top HSCF hunting awards for the year, live entertainment and a grand live auction. Upgrade to an Ivory or Reserved table and ensure you and your guests have one of the best seats in the house!

SATURDAY NIGHT GALA PRESENTING SPONSOR $10,000

This sponsor will be recognized as the event “Presenting Sponsor”. Sponsorship benefits include benefits include an Ivory table at the event with table cocktail service and a personal host. Marketing benefits include recognition at the event; event signage; Full page ads in the Convention Auction Catalog, four (4) issues of Hunter’s Horn and our website.

FRIDAY NIGHT BANQUET PRESENTING SPONSOR $5,000

This sponsor will be recognized as the event “Presenting Sponsor”. Friday banquet sponsorship includes a reserved table for 10 people with 4 drink tickets each for you and your guests. Marketing benefits include recognition at the event; event signage; Full page ads in the Convention Auction Catalog, four (4) issues of Hunter’s Horn and our website.

ENTERTAINMENT SPONSORS: $20,000 PER EVENT

Meet and Greet, for you and your table, with the act (as allowed by entertainer). Put your name up in lights as the entertainment sponsor. Sponsor the evening’s entertainment and have your name or logo shown as the Entertainment Sponsor. A Reserved table for 10 people is included with each sponsorship and 4 drink tickets each for you and your guests for the Friday night sponsor. Additional benefits include sponsorship recognition on event signage, in Hunter’s Horn, Convention auction catalog, social media and HSCF website.
BANQUET TICKETS

The fun doesn’t stop with our Hunting Expo! Be sure to get your seats for the Friday and Saturday night banquets and the Saturday Gazelles Luncheon featuring live entertainment, auctions, exciting games and more!

Our banquets and auctions are fun-filled events offering opportunities to meet and greet fellow hunters and possibly take home terrific auction items. Friday evening festivities include our annual hunting awards, recognition of scholarship recipients, live auctions, games and live entertainment. The ladies take charge on Saturday as they present the Gazelles Luncheon, a lively event for gals and guys alike! The weekend of fun culminates at our Saturday evening black-tie gala featuring our grand live auction and live entertainment. **Take advantage of Early Bird pricing before December 1st!**

FRIDAY NIGHT AWARDS BANQUET

Join us for this casual, fun event featuring the annual HSCF hunting awards, recognition of scholarship recipients, a live auction, games and live entertainment.

**Tickets**:  
(Includes 2 free drink tickets for adults)

- Adult: $125
- Students (age 17 and below): $50
- Exhibitors: $100

*After December 1st: Adults: $150; Students (age 17 and below): $75; Exhibitors: $125

GAZELLES LUNCHEON

There is no better way to spend a Saturday than this lively event! Incredible food, games, live entertainment, and world-class live and silent auctions. The event may be run by the ladies but guys are welcome, too!

**Tickets**:  
- Adult: $100

*After December 1st: Adults: $125
BANQUET TICKETS

SATURDAY NIGHT GALA
The premier social event of the Annual HSCF Worldwide Hunting Expo & Convention. A special evening that includes the top HSCF hunting awards for the year, live entertainment and a grand live auction. Upgrade to an Ivory or Reserved table and ensure you and your guests have one of the best seats in the house! Admission includes a plated dinner and a hosted bar for the evening.

Saturday Reserved Table for 10 People: $2,700*
- Reserved seating for 10 people
- Gift for each table guest

Saturday Ivory Table for 10 People: $5,000*
- VIP priority seating for 10 people
- Table cocktail service with personal host
- Upgraded gift for table guests

*After 12/1: Saturday Reserved $3,200; Saturday Ivory $5,500

Individual Tickets:
- Standard Adult: $300*
- Students (age 17 and below): $175
- Exhibitors: $200

*After 12/1: Standard Adult: $375; Students: $250; Exhibitor: $300
CONVENTION SPONSORSHIPS

EXPO HALL AISLE BANNERS: $7,500
Your logo on every aisle banner on every aisle of the show! As attendees walk the Expo Hall, it is impossible to miss your company branding as they orient themselves throughout the day. These banners are hung from the ceiling and make a great impact on attendees. Your logo will be visible on both sides of each aisle sign.

AUCTION CATALOG TITLE SPONSOR: $5,000
Logo on front cover and three full page, full color ads on the inside front cover, inside back cover and outside back cover of the auction catalog. Every banquet attendee receives a copy and a digital version is available online for the public to view!

HOTEL KEY CARD SPONSORSHIP: $5,000
Exclusive Sponsorship!
How would you like your company name and/or logo in the hand of every hotel guest from Wednesday through Sunday, the week of Convention? Custom sponsor hotel key cards are given to all hotel guests at check-in and used for the duration of the Convention. Your brand is visible several times daily, throughout the Convention.

CONVENTION ATTENDEE BAGS: $3,500
People that attend conventions pick up a lot of stuff! They have to carry that stuff around somehow! How? Convention Attendee Bags! Put your company name and logo on every bag in the hand of every attendee. Plus, your sponsorship will be recognized in the Convention Auction Catalog, HSCF publications and website.

LANYARD SPONSOR: $3,500
Exclusive Sponsorship!
Your company name and logo hanging around the neck of every attendee! That’s right! Your logo branding will be visible on lanyards given to all attendees and exhibitors. In addition, your sponsorship will be recognized in the Convention Auction Catalog, HSCF publications and website.

BID PADDLE: $3,500
Have the opportunity to completely brand the live auction bid paddles with your company logo, and colors. The bid paddle is one of the most visible advertisements and will be used at all three big events; Friday night, Gazelles, and the Saturday Gala. Sponsor benefits include recognition in the Convention Auction Catalog, HSCF publications and website.
CONVENTION SPONSORSHIPS

SHOW PROGRAM: $4,000
Exclusive Sponsorship!

Your company name and/or logo will appear on the front of official HSCF Convention & Hunting Expo program! This publication will be available for all attendees and will have the schedule of events and map, making it a necessary item for all to have and attend. You will have premium ad placement on the inside front cover spread. This exclusive sponsorship includes company name and logo and sponsorship recognition in post-Convention publications, recognition in the Convention Auction Catalog, HSCF publications and the website.

EXHIBIT HALL FLOOR SIGNS SPONSOR: $2,500

Put your logo in front of every booth on the floor! Adhesive floor signs with exhibitor booth numbers will be placed on the floor of the Expo hall in front of each booth. Attendees seek out these numbers when locating exhibitors. A great way to have your logo highly visible during the entire Expo!

EXHIBITOR BREAKFAST SPONSOR: $2,500/DAY

Breakfast is the most important meal of the day! Sponsors receive select signage at each breakfast event, promotional/marketing materials in Convention registration bags (sponsor-provided), recognition on event signage, Auction Catalog, the Convention issue of Hunter’s Horn, and recognition on the HSCF website.

PHOTOGRAPHY AND RED CARPET: $2,000

Each year, professional photographers patrol the Convention exhibit hall and events. Thousands of photos are taken of all the action surrounding Convention. These photos are then purchased by attendees to preserve for future memories. This exclusive sponsorship includes company name and logo and sponsorship recognition in post-Convention publications, recognition in the Convention Auction Catalog, HSCF publications and the website. Most notably, your company logo will be featured in the backdrop for all “red carpet” photos taken during the Saturday Night Gala.

ANNUAL CONVENTION PIN: $1,500

Each year an annual and unique Convention pin is created to commemorate the event. Many attendees wear and collect these pins each year. Sponsor benefits include recognition in the Convention Auction Catalog, HSCF publications and website.
CONVENTION SPONSORSHIPS

HSCF SUPPORTING PARTNER: $1,000

Let others know you support the future of hunting and conservation! This sponsorship includes recognition on Convention signage, in the Convention Auction Catalog, HSCF publications and website.

PHOTOGRAPHY AWARDS: $1,000

HSCF recognizes the artistic talent of our members each year with our photography awards. Sponsorship includes recognition during the awards event, in the Convention Auction Catalog, HSCF publications and website.

RAFFLE: $1,000

The Raffle takes place on the exhibit floor throughout the weekend. Your company name will be front and center in the Raffle area to all exhibit hall visitors. Sponsor benefits include signage in the Raffle area and recognition in the Convention Auction Catalog, HSCF publications and website.

BID CARDS: $1,000

Have the opportunity to get your company in front of a dedicated audience! You will brand the live/silent auction bid cards with your company logo. Every participant will receive one or more of these cards, and will hold onto them the entire weekend. Sponsor benefits include recognition in the Convention Auction Catalog, HSCF publications and website.

HSCF ANNUAL HUNTING AWARDS

Sponsorship Levels:
Presenting Sponsor: $2,500  •  Gold Sponsor: $1,000  •  Silver Sponsor: $500  •  Bronze Sponsor: $250

Each year, HSCF recognizes the “Best of the Best” members, achieving hunting excellence. Categories include Youth, Whitetail, Archery, Muzzleloader, Asia, Europe, South Pacific, North America, North America-Estate, Africa-Plains Game, Africa-Dangerous Game, Hunter of the Year, Youth Hunter of the Year and Huntress of the Year. Sponsorship includes recognition during the awards event, in the Convention Auction Catalog, HSCF publications and website.
CONVENTION SPONSORSHIP

CONVENTION SPONSORSHIP FORM

Sponsor Name (for signage and publications):

Authorized Representative:

Address: ..............................................................................................................

City: ............................................................... State: ........ Zip: ........ Phone: ........ Fax:

Email: ..............................................................................................................

We hereby pledge $ ........................................ to Houston Safari Club Foundation for Sponsorship of the 2019 Worldwide Hunting Convention & Expo.

Signature: ............................................................................... Date: ..................

To facilitate record keeping, please indicate the type of contribution you are making and return this form with your remittance to Houston Safari Club Foundation.

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Convention Sponsor:
- Presenting Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

Underwriting Sponsor:
- YWCE Exclusive Sponsorship
- YWCE Shared Sponsorship
- Gazelles Presenting Sponsor
- Gazelles Platinum Sponsor
- Gazelles Gold Sponsor
- Gazelles Silver Sponsor
- Saturday Gala Presenting Sponsor
- Friday Banquet Sponsor
- Friday Entertainment Sponsor
- Saturday Gala Entertainment Sponsor
- Ivory Table - Saturday Night Gala
- Reserved Table - Saturday Night Gala
- Reserved Table - Friday Night Banquet
- Photography Awards
- Expo Hall Aisle Banners
- Auction Catalog Title Sponsor
- Hotel Key Card Sponsorship
- Lanyard Sponsor
- Show Program
- Convention Attendee Bags
- Breakfast Sponsor
- Photography and Red Carpet
- Auction Bid Card
- Auction Paddle
- Raffle
- Annual Convention Pin
- HSCF Annual Hunting Awards
- HSCF Supporting Partner

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NOTE: All corporate logos must be submitted in vector .ai or .eps. DEADLINE FOR SUBMITTING ADVERTISEMENTS IS NOVEMBER 15.

DEADLINE FOR SUBMITTING PROMOTIONAL MATERIALS FOR REGISTRATION BAGS IS DECEMBER 15.

*Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. Houston Safari Club (HSC) is a 501(c)(4) organization. Payments to HSC are not deductible as charitable contributions for federal income tax purposes. Please contact your tax advisor concerning deductibility of any payments as business deductions. HSC EIN: 76-0082197. HSC and HSCF are independent organizations, are not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

Houston Safari Club Foundation • 9432 Katy Freeway, Suite 350, Houston, Texas 77055
P: 713.623.8844 • F: 713.623.8866 • E: info@hscfdn.org
DAN L. DUNCAN SCHOLARSHIP FUND

BENEFITING HOUSTON SAFARI CLUB FOUNDATION

Houston Safari Club Foundation is committed to furthering the education of students pursuing a career in conservation.

HSCF annually awards scholarships to students currently involved in the study of Wildlife Management and/or Range Management. Since the program’s inception in 1999, over 525 scholarships have been awarded, totaling over 2.25 million dollars.

HSCF proudly recognizes and encourages students who have exhibited academic excellence and exemplary character through our prestigious scholarship program. HSCF understands that the future of conservation depends on the education of bright and gifted scholars who will work to protect hunter’s rights and wildlife conservation for decades to come.

LEGACY SPONSOR: $10,000 - $25,000

- One (1) Ivory table for ten (10) people (10 tickets) with preferred seating at the Saturday Night Gala during HSCF’s Annual Convention & Hunting Expo.
- Sponsor recognition gift
- Two (2) complimentary weekend Convention registration packages: 2 tickets to Friday night banquet; 2 tickets to Gazelles luncheon; 2 Expo Hall Day Passes.
- Prominent event signage with company name and logo.
- Recognition in registration brochure, auction catalog, HSCF publications and A/V programs presented during events.

PATRON SPONSOR: $5,000

- Two (2) complimentary weekend Convention registration packages: 2 tickets to Friday night banquet; 2 tickets to Gazelles luncheon; 2 tickets to Saturday night Gala; 2 Expo Hall Day Passes.
- Sponsor recognition gift
- Recognition in registration brochure, auction catalog, HSCF publications and A/V programs presented during events.
CONTRIBUTION FORM

DAN L. DUNCAN SCHOLARSHIP FUND CONTRIBUTION FORM

Sponsor Name (for signage and publication):

Authorized Representative:

Address:

City: ___________________________ State: ______ Zip: ______ Phone: ____________________ Fax: ____________________

Email: __________________________

We hereby pledge $ ______________________ to Houston Safari Club Foundation for Sponsorship of the Dan L. Duncan Scholarship Fund, a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975.

Signature: __________________________ Date: __________________________

To facilitate record keeping, please indicate the type of contribution you are making and return this form with your remittance.
CONVENTION ADVERTISING OPPORTUNITIES

CONVENTION CHRONICLE *NEW!*

This is the official HSCF Convention Show Program-handed out to all Expo attendees!

The show program is a great way to feature your business and to help draw customers to your booth. This is a fantastic opportunity to highlight your business. To further enhance your reach and presence, you may purchase advertising accompanied by an editorial about your company. Telling your story, paired with a full color advertisement, is a winning combination!

The convention show program will include vital convention information including an exhibitor list, expo hall map, schedule of events, local tourism information and more!

Once the Expo is over, attendees will be able to take home your information after the show! Do not miss out on this great opportunity! Space is limited. **Deadline is November 1, 2019.**

<table>
<thead>
<tr>
<th>Artwork Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.</td>
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<table>
<thead>
<tr>
<th>Artwork</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>No Bleed: 8&quot;w x 5.125&quot;h</td>
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<tr>
<td>1/4 PAGE HORIZONTAL</td>
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<td>1/4 PAGE VERTICAL</td>
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<td>FULL-PAGE</td>
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<td></td>
<td>Bleed Safety: 8.25&quot;w x 10.75&quot;h</td>
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<td></td>
<td>No Bleed: 8&quot;w x 10.5&quot;h</td>
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<tr>
<th>Editorial</th>
<th>Quarter Page Editorial with photo $300</th>
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<tr>
<td></td>
<td>Half Page Editorial with photo $525</td>
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<table>
<thead>
<tr>
<th>Ads</th>
<th>Quarter Page Ad $425</th>
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<tbody>
<tr>
<td></td>
<td>Half Page Ad $650</td>
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<tr>
<td></td>
<td>Full Page Ad $1,000</td>
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</tbody>
</table>

| | Inside Front Cover $2,250 |
| | Inside Back Cover $1,750 |
| | Outside Back Cover $3,000 |

| | Half Page Ad with 1/4 page editorial & photo $850 |
| | Full Page Ad with 1/2 page editorial & photo $1,250 |
OUTFITTER APPRECIATION ADS

<p>| | |</p>
<table>
<thead>
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<tbody>
<tr>
<td>Half-Page</td>
<td>$650</td>
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<tr>
<td>Full-Page</td>
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<tr>
<td>Quarter Page</td>
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PUBLISHING DEADLINES

<table>
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<th>Details</th>
<th>Date</th>
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<tbody>
<tr>
<td>Agreements &amp; Photos Due</td>
<td>NOV 1</td>
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<tr>
<td>Mailed Out</td>
<td>DEC 20</td>
</tr>
</tbody>
</table>

No outfitter contact information or logos. All photos must be high resolution digital images (300 dpi). Ads are all full color.

CONVENTION AUCTION CATALOG

<table>
<thead>
<tr>
<th>Details</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Auction Catalog Title Sponsor</td>
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<tr>
<td>Three (3) full-page ads &amp; logo on cover:</td>
<td>$5,000</td>
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<tr>
<td>Full-Page ads</td>
<td></td>
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<tr>
<td>Individual Cover Placements: Full-Page</td>
<td>$1,500</td>
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<tr>
<td>Inside Front Cover Full-Page</td>
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<tr>
<td>Inside Back Cover Full-Page</td>
<td>$750</td>
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<tr>
<td>Outside Back Cover Full-Page</td>
<td>$2,500</td>
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<tr>
<td>Standard Ads: Full-Page</td>
<td>$600</td>
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<tr>
<td>Standard Ads: Half-Page</td>
<td>$300</td>
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PUBLISHING DEADLINES

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<th>Details</th>
<th>Date</th>
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<tbody>
<tr>
<td>Agreements &amp; Print-Ready Ad/Art Files</td>
<td>NOV 1</td>
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</tbody>
</table>

Artwork Specifications

- All artwork must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.
- Rates are based on print-ready artwork. Additional charges will apply for ad design if print-ready artwork is not provided.
CONVENTION 2020 ADVERTISING INSERTION ORDER & AGREEMENT

2020 HSCF CONVENTION CHRONICLE

AD SIZE:
- □ Quarter Page Editorial with photo
- □ Half Page Editorial with photo
- □ Quarter Page Ad
- □ Full Page Ad
- □ Inside Front Cover
- □ Half Page Ad
- □ Quarter Page Ad
- □ Full Page Ad
- □ Inside Back Cover
- □ Outside Back Cover
- □ Half Page Ad with 1/4 page editorial & photo
- □ Full Page Ad with 1/2 page editorial & photo

SUBTOTAL

OUTFITTER APPRECIATION ADS
- □ Full Page
- □ Half Page
- □ Quarter Page

SUBTOTAL

AUCTION CATALOG

AUCTION CATALOG TITLE SPONSOR
- □ 3 Full Page Ads; Inside Front Cover; Inside Back Cover; Outside Back Cover, and logo on cover.

SUBTOTAL

INDIVIDUAL PLACEMENTS
- □ Inside Front Cover (Full Page)
- □ Inside Back Cover (Full Page)
- □ Outside Back Cover (Full Page)
- □ Full Page
- □ ½ Page Horizontal

SUBTOTAL

All ad materials should be sent to: info@hscfdn.org

ADVERTISER/AGENCY INFORMATION

Name of Business: ________________________________
Contact Name: ________________________________
Address: ______________________________________
E-mail Address: ________________________________
City: __________________ State: _______ Zip: _______
Phone: __________________ Fax: ________________
Website: ______________________________________
Agency: (If applicable) __________________________

BILLING INFORMATION

- □ VISA  - □ AMEX  - □ Mastercard  - □ Discover
- Card #: ____________________________ Exp. Date:
- CCV #: ____________________________
- Name on Card: ______________________
- Rate: _____________________________
- Discount: __________________________
- Other: _____________________________
- Total: _____________________________

TERMS OF CONTRACT

Funds are payable to Houston Safari Club Foundation, at the below address. Advertising materials must be sent by the issue closing date. Advertiser and/or Agency agree to abide by the terms of the current advertising rate card. Publisher reserves the right to revise rates herein upon 30-day notice to the Advertiser. Advertiser agrees to furnish advertisements within the Publisher’s deadlines, to meet payment schedules, and to hold Publisher harmless from all liability. Publisher agrees to run advertisements per this contract for Advertiser, repeating the last published advertisement unless a new advertisement is furnished by Advertiser and/or Agency within Publisher’s deadlines. Publisher reserves the right to hold Advertiser and/or its Advertising Agency jointly and severally liable for payment due the Publisher. If necessary to turn an account over to attorneys or a collection agency for payment, the Advertiser will be responsible for paying any fees resulting from such action. Advertiser agrees that any dispute shall be governed by the laws of the State of Texas, and Advertiser hereby submits to the jurisdiction of the State of Texas. Payment Terms: All invoices are net 30 days. Advertiser must have valid credit card information on file to place an ad. Payment may be made via check or credit card. HSCF can also set up an automatic payment via credit card if the advertiser desires. Outstanding balances over 30 days will result in a service charge to the card on file. If a card is declined, the advertisement will be withdrawn from the publication. Houston Safari Club Foundation (HSCF) is a non-profit organization, exempt from federal income tax, under section 501(c)(3) of the United States Internal Revenue Code. The charitable deduction for contributions to HSCF is the cash amount of the contribution, less the value of goods and services received, to the extent permitted by law. Please check with your tax advisor. HSCF EIN 74-2177975. HSCF is an independent organization, is not affiliated with Safari Club International (SCI) or its affiliates and is not a chapter or affiliate of any other organization.

HSCF reserves the right to refuse any advertisement believed to be incompatible with our mission or deemed competitive or contrary to the best interests of HSCF.

Signature: ________________________________ Date: ____________________________