

WORLDWIDE **HUNTING EXPO** AND CONVENTION

**THE WOODLANDS WATERWAY MARRIOTT
HOTEL & CONVENTION CENTER**

JANUARY 19-21, 2024

HOUSTON SAFARI CLUB FOUNDATION
WEHUNTWEGIVE.ORG/CONVENTION

THE ROAD LESS TRAVELED



SPONSOR & EXHIBITOR OPPORTUNITIES

ABOUT OUR CONVENTION

Raising Funds To Promote & Protect The Future of Hunting & Conservation!

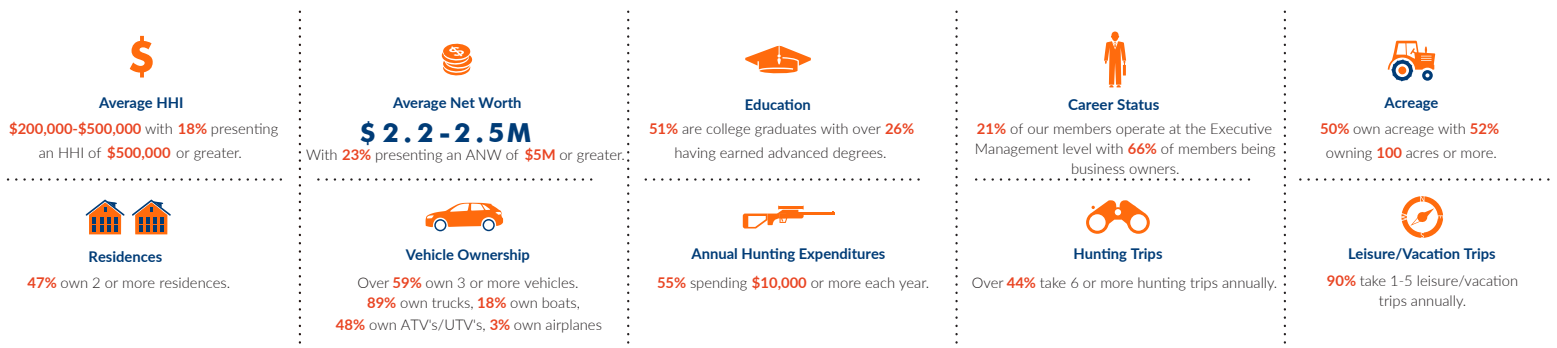
Our largest fundraiser of the year to support scholarships, youth outdoor education, youth fishing and hunting trips and conservation grants to protect wildlife and habitat. Your backing is the reason we are able to continue these outreach programs.

This 3-day event is an annual gathering of HSCF members and outdoor enthusiasts from around the world. Hundreds of exhibits, fundraising banquets, auctions, raffles and entertainment complete the weekend.

Houston Safari Club Foundation (HSCF), a 501(c)(3) non-profit organization whose mission is to preserve the sport of hunting through education, conservation and the promotion of our hunting heritage.

ATTENDEE PROFILE

Exhibitors & Advertisers-this is your buying audience! Attendees are in search of outdoor excursions, recreational & personal vehicles, hunting & fishing gear, artwork, jewelry and more.



LOCATION

The Woodlands Waterway Marriott Hotel & Convention Center, 1601 Lake Robbins Dr, The Woodlands, TX 77380

EXPO HALL HOURS

Friday 11 AM - 7 PM • Saturday 9 AM - 5 PM • Sunday 11 AM - 4 PM

HOTEL

To reserve your room in the discounted HSCF room block, click on the HOTEL RESERVATIONS links at WeHuntWeGive.org/convention/attendees or WeHuntWeGive.org/convention/exhibitor-info.

HSCF is not contracted with any third parties to reserve hotel rooms for this event. Should any third parties contact you to make hotel reservations, they are doing so without the authorization of HSCF.



For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

MARKETING OPPORTUNITIES

TITLE SPONSOR: \$20,000



- Houston Safari Club Foundation Worldwide Hunting Expo & Convention presented by "Your Company Name"
- 20x20 booth space
- Logo on all on-site show banners and signage
- 30-60 second commercial at all banquets
- Recognition at all banquets including opportunity to address audience
- Choice of covers in official Show Program
- Choice of covers in Auction Catalog
- Logo and title in first position on all promotions including e-mail, print, outdoor, TV, radio and web
- Logo and title included on all on-site show banners and signage
- Press release announcing sponsorship; mention in all press releases
- Sponsor logo on all pre-show and post-show email promotions
- Sponsorship announced on social media outlets
- Header recognition on show website, e-mail, print, outdoor, TV, and radio
- Pre-show eblast (3)
- Post-show eblast (3)
- 100 expo hall day passes
- 10 tickets to each banquet

TRAILBLAZER SPONSOR: \$15,000

- 10x20 booth space*
- Logo on all on-site show banners and signage
- 30-60 second commercial at all banquets
- Recognition at all banquets
- Full-page ad in Official Show Program
- Full-page ad in Auction Catalog
- Mention in all media buys
- Mention in all press releases
- Insert in attendee bags
- Recognition on show website
- Sponsor logo on all pre-show and post-show email promotions
- Social media mentions
- Pre-show eblast (2)
- Post-show eblast (2)
- 50 expo hall day passes
- 6 tickets to each banquet

**4 additional tickets to each banquet if booth space not utilized*

PATHFINDER SPONSOR: \$10,000

- 10x10 booth space*
- Logo on all on-site show banners and signage
- Recognition at all banquets
- Half-page ad in Official Show Program
- Half-page ad in Auction Catalog
- Mention in all media buys
- Mention in all press releases
- Recognition on show website
- Sponsor logo on all pre-show and post-show email promotions
- Social media mentions
- Pre-show eblast (1)
- Post-show eblast (1)
- 25 expo hall day passes
- 4 tickets to each banquet

**2 additional tickets to each banquet if booth space not utilized*



MARKETING OPPORTUNITIES

ENTERTAINMENT SPONSOR: \$15,000/EVENT

Sponsor an 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. Additional benefits include sponsorship recognition on event signage, in Hunter's Horn, social media HSCF website and all convention marketing materials.

EXPO HALL AISLE BANNER DANGLERS: \$5,000

Your logo on both sides of all aisle banners hung from the ceiling.

LANYARDS & NAME BADGES \$5,000

Your name and/or logo on all convention lanyards and name badges-sponsor chooses lanyard color!

HOTEL KEY CARD: ~~\$5,000~~

Your company name and/or logo on custom hotel key cards given to all hotel guests at check-in.

ATTENDEE BAGS: \$4,000

Your name and/or logo and website URL on expo "swag bags".

AUCTION PADDLE: \$3,500

Your name and/or logo and contact information on banquet auction paddles, to be used at all 3 banquets.

EXHIBIT HALL ADHESIVE FLOOR SIGNS: \$3,000

Adhesive exhibitor booth number signs, in front of every booth, with your logo.

PHOTOGRAPHY AND RED CARPET: \$2,500

Your company logo featured on the Saturday Gala photo backdrop.

RAFFLE: \$2,000

Your company name & logo featured on all raffle tickets and in the grand raffle area, located in the center of the Exhibit hall, all weekend long during the Expo.



MARKETING OPPORTUNITIES

OFFICIAL CONVENTION WRITING PENS: \$1,500

Your name and/or logo on 5,000 pens to be included in all attendee bags, at raffle area, membership booth, registration and all banquets and auctions.

COCKTAIL NAPKINS: \$1,500

Your name and/or logo in silver on 10,000 pre-printed black cocktail napkins, to be utilized at all three banquets and all bars in the expo hall.



ANNUAL CONVENTION PIN: \$1,000

The annual Convention collectable pin created to commemorate each annual Convention. Sponsor recognition in the Convention Auction Catalog, Convention Chronicle, HSCF publications and website.

PRE-SHOW OR POST-SHOW EBLAST: \$1,000

Event appearance, product information, show specials emailed to over 10,000 contacts before and/or after the show. Fee per eblast.

BID CARDS: \$1,000

Your name and/or logo featured on every auction bid card provided to all banquet attendees which are required to participate in the weekend's fundraising activities.

ATTENDEE BAG INSERTS: \$500 PER INSERT

Your printed ad or giveaway item inserted into every attendee "swag bag". Items are provided by sponsor.

**all sponsorships include sponsor recognition in the Convention Auction Catalog, Convention Chronicle, HSCF publications and website.*





GAZELLES LUNCHEON SPONSORSHIPS

GAZELLES LUNCHEON SPONSORSHIPS

The HSCF Gazelles present their annual fundraising luncheon on Saturday of the Convention. An energetic & popular event with great food, live entertainment, games, a live auction, and a fantastic silent auction. The event may be run by the ladies, but the guys are welcome, too!

PRESENTING: \$5,000

- Reserved table for 10 people at the event
- Opportunity to address the audience in attendance
- Banner in event room
- 10 exhibit hall passes
- Sponsor recognition at the event

VANGUARD: \$3,500

- Seating for 10 people at the event
- 10 exhibit hall passes
- Sponsor recognition at the event

ADVENTURER: \$1,500

- 4 event tickets
- 4 Exhibit hall passes
- Sponsor recognition at the event

PIONEER: \$700

- 2 event tickets
- 2 Exhibit hall passes
- Sponsor recognition at the event

ADVOCATE: \$350

- 1 event ticket
- 1 Exhibit hall pass
- Sponsor recognition at the event

ROAMING PHOTOGRAPHER: \$1,000

- Your name and/or logo on all photos taken of and shared with event attendees.





YOUTH EDUCATION SPONSORSHIPS

The Youth Wildlife Conservation Experience (YWCE) is conducted on Friday morning of the Convention and hosts hundreds of Houston-area high school students for a day of learning and exposure to careers in the outdoors. YWCE is our opportunity to help educate a large audience of young people, demonstrate the value of hunting and wildlife conservation, and share the role they can play in the outdoor community.

PRESENTING SPONSOR: \$5,000 (One Sponsor Only!)

- Opportunity to address students in attendance
- Banner in the YWCE general assembly room
- 10 exhibit hall passes
- 10 tickets/20 drink tickets for the Friday night banquet
- Sponsor recognition at the YWCE event

HERO SPONSOR: \$3,000

- 4 exhibit hall passes
- 4 tickets/8 drink tickets for the Friday night banquet
- Sponsor recognition at the YWCE event

MENTOR SPONSOR: \$1,000

- 2 exhibit hall passes
- 2 tickets/4 drink tickets for the Friday night banquet
- Sponsor recognition at the YWCE event

**all sponsorships include sponsor recognition in the Convention Auction Catalog, Convention Chronicle, HSCF publications and website.*



Additional funding for the Youth Wildlife Conservation Experience made possible through an endowment from MidwayUSA Foundation & the Potterfield family and The Bass Pro Shops-Cabela's Outdoor Fund. 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.

For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

DAN L DUNCAN/HSCF SCHOLARSHIP SPONSORSHIPS

With the generous support of the Dan L Duncan Foundation, Houston Safari Club Foundation is committed to furthering the education of students pursuing a career in conservation. HSCF annually awards scholarships to students with concentrations in the study of Wildlife Management and/or Range Management. Over **668** scholarships have been awarded, totaling over **\$3.05** million dollars. Your support of this important effort helps protect the future of hunting.

DOCTORAL SPONSOR: \$20,000

- Friday Banquet: 10 seats & 20 drink tickets
- Saturday Gala: Ivory table of 10
- Gazelles Banquet: Reserved table of 10
- 10 Weekend expo hall passes

MASTER'S SPONSOR: \$15,000

- Friday Banquet: 10 seats & 20 drink tickets
- Saturday Gala: Reserved table of 10
- Gazelles Banquet: Reserved table of 10
- 10 Weekend expo hall passes

BACHELOR'S SPONSOR: \$7,500

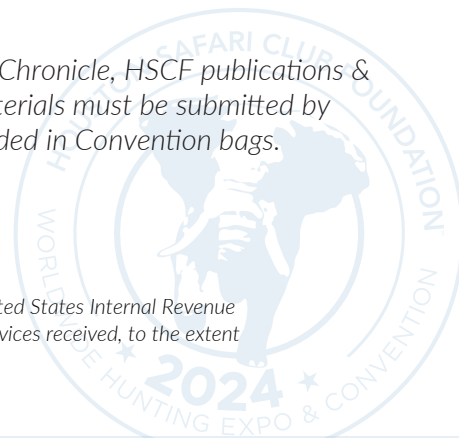
- Friday Banquet: 4 seats & 8 drink tickets
- Saturday Gala: 4 seats
- Gazelles Banquet: 4 seats
- 4 weekend expo hall passes

ASSOCIATE'S SPONSOR: \$5,000

- Friday Banquet: 2 seats & 4 drink tickets
- Saturday Gala: 2 seats
- Gazelles Banquet: 2 seats
- 2 weekend expo hall passes

**All sponsorships include sponsor recognition in the Convention Auction Catalog, Convention Chronicle, HSCF publications & website. Corporate logos should be submitted in vector, .ai or .eps formats. All advertising materials must be submitted by November 15th. All promotional materials must be submitted by January 1, 2024 to be included in Convention bags.*

Houston Safari Club Foundation 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.



For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

SPONSORSHIP FORM

PREMIUM SPONSOR:

- ☐ Presenting Sponsor \$20,000
- ☐ Trailblazer Sponsor \$15,000
- ☐ Pathfinder Sponsor \$10,000

BRANDING SPONSORSHIPS:

- ☐ Entertainment Sponsor \$15,000/event
- ☐ Exhibit Hall Aisle Banner Dangles \$7,500
- ☐ Hotel Key ~~SOLD~~ \$5,000
- ☐ Lanyards & Name Badges \$5,000
- ☐ Attendee Bags \$4,000
- ☐ Auction Paddle \$3,500
- ☐ Exhibit Hall Adhesive Floor Signs \$3,000
- ☐ Photography and Red Carpet \$2,500
- ☐ Official Convention Writing Pens \$1,500
- ☐ Cocktail ~~SOLD~~ \$1,500
- ☐ Raffle \$2,000
- ☐ Bid Cards \$1,000
- ☐ Pre Show/Post Show Eblast \$1000
- ☐ Annual Convention Pin \$1,000
- ☐ Attendee Bag Insert \$500/per insert

GAZELLES SPONSORSHIPS:

- ☐ Presenting \$5,000
- ☐ Vanguard \$3,500
- ☐ Adventurer \$1,500
- ☐ Pioneer \$700
- ☐ Advocate \$350
- ☐ Roaming Photo Booth \$1,000

YWCE SPONSORSHIPS:

- ☐ Presenting Sponsor \$5,000
- ☐ Hero Sponsor \$3,000
- ☐ Mentor Sponsor \$1,000

DLD SPONSOR:

- ☐ Doctoral Sponsor \$20,000
- ☐ Master's Sponsor \$15,000
- ☐ Bachelor's Sponsor \$7,500
- ☐ Associate's Sponsor \$5,000

SPONSORSHIP INFORMATION

Sponsor Name:
(for signage and publications)

Contact Name:

Address:

E-mail Address:

City: State: Zip:

Phone: Fax:

Website:

BILLING INFORMATION

☐ VISA ☐ AMEX ☐ Mastercard ☐ Discover

Card #:

CCV #: Exp. Date:

Name on Card:

Total:

Date:

Signature:

Marketing Note: all corporate logos should be submitted in vector, .ai or .eps formats. All advertising materials must be submitted by October 31st. All promotional materials for bags must be submitted by January 1st.

*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.

For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

BANQUETS

Join us for fun-filled events featuring live entertainment, great food, games, auctions, and camaraderie! This is your opportunity to meet and greet fellow hunters in a festive setting.

Take advantage of "Early Bird" pricing before December 1st!

FRIDAY NIGHT BANQUET

A casual event featuring food, fun, entertainment, games, and a live auction. Your ticket includes 2 free drink tickets for adults.

- Adults - Early Bird: \$150; Standard: \$175
- Students (17 & younger) - Early Bird: \$75; Standard: \$100
- Exhibitors - Early Bird: \$125; Standard: \$150

GAZELLES LUNCHEON

The Ladies take charge for this fabulous luncheon with great food, live entertainment, games, a live auction, and a fantastic silent auction. Dress is snappy but not formal.

- Early Bird: \$125; Standard: \$150

SATURDAY EVENING GALA

The premier social event of the weekend! Featuring live entertainment, hosted bar, and a grand live auction. Upgrade to an Ivory or Reserved table for the best seats in the house.

- Individual Adult - Early Bird: \$300; Standard: \$375
- Individual Student (17 & younger) - Early Bird: \$175; Standard: \$250
- Individual Exhibitor - Early Bird: \$200; Standard: \$300
- Reserved table (10) - Early Bird: \$2,700; Standard: \$3,200
- Upgraded Ivory Table (10) - Early Bird: \$5,000; Standard: \$5,500

Tickets & tables may be purchased online at WeHuntWeGive.org/convention/attendees or by calling 713.623.8844.



For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

EXPO HALL

HSCF PROVIDES THE FOLLOWING:

One wireless internet connection, one electrical connection, pipe, drape, 8' draped table, 2 chairs, wastebasket, booth sign, per exhibitor included. Each booth space includes 2 name badges. Additional name badges can be purchased for \$25 each. All areas are carpeted.

BOOTH RATES

8x10 Booth - Foyer*	\$1550
10x10 Booth	\$1950
10x10 Corner Booth Upgrade	+\$350
10x20 End Cap Upgrade	+\$700
Vehicle Placement (outdoors)	\$1000

EXPO HALL HOURS

Friday, January 19th: 11:00 am – 7:00 pm

Saturday, January 20th: 9:00 am – 5:00 pm

Sunday, January 21st: 11:00 am – 4:00 pm

*All 8x10 spaces are located in the foyer. There are no corner or end cap upgrades available for this area.

Reserve your booth today at hscfdn.org/convention/exhibitor-info or call 713.623.8844.

TESTIMONIALS

"We really had a good convention and were really impressed with the event, the relationships we have built and the pool of prospects and current customers the organization brings to Capital Farm Credit."

-Kent P. Savage, Relationship Manager III, Capital Farm Credit, Houston Region

"It was a great show. Load in and load out was fast and painless. Everyone was very accommodating and helpful. Our booth was steady to very busy. Planning for next year already. "

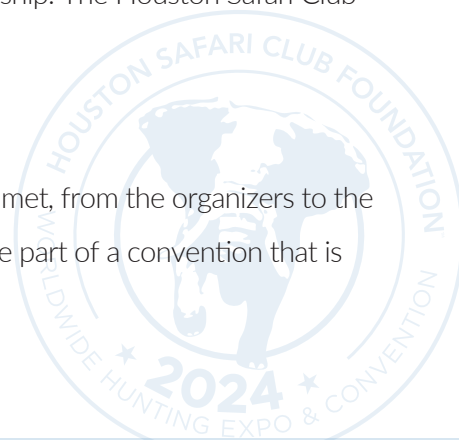
-Leo Martinez, Manager, DEA Ranch

"Everyone we dealt with in setup, operation, and tear down was pleasant, helpful, hospitable, and professional. We thoroughly enjoyed ourselves and had a very productive weekend. Thanks again for this fantastic partnership. The Houston Safari Club Foundation is truly a fantastic group!"

-Andy Wohlgemuth, Community/Social Media Coordinator, Bass Pro Shops – Katy

"We were blown away with the amount and quality of people we encountered. Everyone we met, from the organizers to the attendees, was passionate about conservation, the outdoors and America. It was exciting to be part of a convention that is focused on ensuring there is generational longevity to our passion and lifestyle."

-Dustin Knutson, General Manager, Boyds Gunstocks Industries Inc.



For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881

CONVENTION PUBLICATIONS

CONVENTION CHRONICLE

The official HSCF Convention Show Program, the Convention Chronicle-handed out to all expo attendees! Feature your business and draw customers to your booth. Both advertising and editorial space available. The Convention Chronicle includes the exhibitor list, expo hall map, schedule of events, local tourism information and more!

Deadline is November 10, 2023.

TITLE SPONSOR: ~~\$3,000~~ (One Sponsor Only!)

Your company name and/or logo on the front cover and includes a premium full-page ad placement on the inside back cover and editorial about your business.

RATE CARD

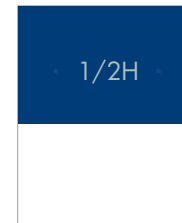
Outside Back Cover	\$1500
Inside Front Cover	\$1000
Inside Back Cover	\$1000
Full-Page Ad	\$500
1/2 Page Ad	\$250

AD SPECS



FULL-PAGE

Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
No Bleed: 8"w x 10.5"h



1/2 PAGE

No Bleed: 8"w x 5.125"h



Artwork Specifications

- All photos/logos must be 300 dpi or better; formats accepted: .pdf, .jpg, .tiff, .eps, or .ai.

AUCTION CATALOG

Handed out to all banquet attendees and displayed online for all to view, this publication features all items available for bidding during live auctions. **Deadline is November 10, 2023.**

TITLE SPONSOR: \$2,000 (One Sponsor Only!)

Your company name and/or logo on the front cover and includes a premium full-page ad placement on the inside front or back cover and editorial about your business.

RATE CARD

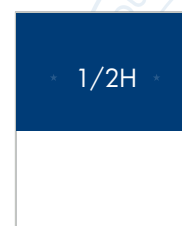
Outside Back Cover	\$1000
Inside Front Cover	\$800
Inside Back Cover	\$800
Full-Page Ad	\$400
1/2 Page Ad	\$200

AD SPECS



FULL-PAGE

Bleed: 8.75"w x 11.25"h
Bleed Safety: 8.25"w x 10.75"h
No Bleed: 8"w x 10.5"h



1/2 PAGE

No Bleed: 8"w x 5.125"h



HSCF ADVERTISING AGREEMENT

2024 HSCF CONVENTION CHRONICLE

SHOW PROGRAM TITLE SPONSOR \$3,000

☐ Includes name and logo on front cover & premium full-page ad placement on back inside cover.

AD SIZE:

- ☐ Inside Front Cover \$1,000 ☐ Full Page Ad \$500
☐ Inside Back Cover \$1,000 ☐ Half Page Ad \$250
☐ Outside Back Cover \$1,500

\$ SUBTOTAL

AUCTION CATALOG

AUCTION CATALOG TITLE SPONSOR \$3,000

☐ Includes name and logo on front cover & premium full-page ad placement on the inside front OR back cover

\$ SUBTOTAL

INDIVIDUAL PLACEMENTS

- ☐ Inside Front Cover (Full Page) \$800 ☐ Full Page \$400
☐ Inside Back Cover (Full Page) \$800 ☐ Half Page \$200
☐ Outside Back Cover (Full Page) \$1000

\$ TOTAL

All ad materials should be sent to: carla@wehuntwegive.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 #:

CCV #: Exp. Date:

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 has 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 severely 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:



For More Sponsorship Information, Contact: Joe Betar Executive Director joe@wehuntwegive.org 832.767.1881