

ALLIANCE WEEK



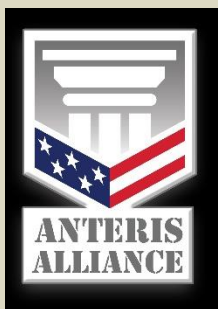
2020 Sponsorship and Exhibition Package

Jan 19-24, 2020 | Pro Gun Vegas/Venetian Hotel | Las Vegas, NV

www.anterisalliance.com

Official Event of

Featuring a silent auction benefitting nonprofit partner:



What is Anteris Alliance?



ANTERIS ALLIANCE

A Pillar of Patriots

AnterisAlliance.com

Anteris - noun (latin) Pillar, Support, Prop

Anteris Alliance is a network of patriot owned manufacturers and service providers working together in community to support each other and our nonprofit network and do more together than we can separately.

<https://www.anterisalliance.com/directory/>

Over sixty corporate partners and growing

Twelve Non Profit Partners

Eight Professional Affiliations

Growing volume of individual patriot members



Event Director: **Casey Betzold** | Casey@anterisalliance.com | (406) 360-1631
Visit www.anterisalliance.com for more details and to register to attend.

Why Should my Company join Alliance Week?

Alliance Week strives to provide sponsors and exhibitors focused ROI, and multiple touch points on key industry partners. We work with each company in order to build out a custom exhibition plan to maximize impact for each brand and product. We also roll in a component of “open to the public” to allow companies to sell their items and work to recoup investment, while spreading brand awareness all among a great group of Patriot Owned companies who openly and measurably support our Veterans and First Responders. Many of the Anteris Alliance nonprofit partners will also be in attendance to meet with about their initiatives. The week of Alliance events that work in conjunction with, but not in conflict with SHOT show, focus on building strong relationships by end of week geared at providing networking opportunities that benefit your brand and business all year long.

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Schedule of Events

EVENT	Location	Date/Time	
Exhibitor Setup and Sight in	Pro Gun Vegas	18 January – 1pm-5pm	
Try & Buy Event – 19 Jan	Pro Gun Vegas	0900-1200	Biz to Biz
		1200-1700	Open to Public
		1800-2000	Alliance Meeting
Alliance Week Sponsors' Mixer – and FLEOA Auction open – 20 Jan	Palazzo Suite	1800-2200 20 Jan	Alliance Companies & Sponsors
Birdman Media Suite – 21-24 Jan	Palazzo Suite	0900-2200	Alliance Companies, Suite Sponsors, and by invite only
FLEOA Auction closes – 23 Jan	Palazzo Suite	1800-2200 23 Jan	FLEOA Foundation Benefit Auction items



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Packages and Rates

Exclusive Sponsorships – All Events

Medal of Honor Sponsorship (x1)	\$40,000
Silver Star Sponsorship (x1)	\$25,000
Legion of Merit Sponsorship (x5)	\$15,000
Bronze Star Sponsorships (x10)	\$10,000
Meritorious Service Sponsorship (x10)	\$5,000
Patriot Sponsorships (cash or in kind)	\$2,500

Try & Buy Sponsorships – 19 Jan

Transportation Sponsorship	\$10,000
Lanyard Sponsorship	\$7,500
Badge Sponsorship	\$3,500
Flag Jump Sponsorship	\$5,000
ATV Sponsorship	\$8,500
Badge Holder Sponsorship	\$5,000
Show Bag Sponsorship	\$5,000
Golf Cart Sponsorship	\$2,500

Try & Buy Exhibitor Pricing – 19 Jan

Non Alliance Table (8 table/tent)	\$1,250
Alliance Table (8 table/tent)	\$500
Alliance Nonprofit Partner	FREE
Non Alliance Range Lane	\$3,250
Alliance Range Lane	\$1,000
Non Alliance Range Bay	\$5,000
Alliance Range Bay	\$2,500

In Kind Items

Eye Protection	2,000 units
Ear Protection	2,000 units
Ammunition	Mixed
Graphic Design	
Banner Production	
After Party Venue	

Admission

Try & Buy – 19 Jan

Industry	FREE
General Public	\$10
Veteran, Military, LE	FREE
Alliance Members Lifetime	FREE



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Exclusive Sponsorship Package Details



Medal of Honor Sponsorship - \$40,000

The Medal of Honor Sponsorship is as exclusive to this event as the honor bestowed on MoH Recipients from our Armed Services. It holds a place of the highest honor as it provides the ability for this event to happen and ultimately provide reciprocated support directly to our service men and women. This package offers the following:

1. Collective Sponsorship Banner featured at all events – arch banner with all logos over top area of range at Try & Buy
2. Press Releases of sponsorship sent to outdoor industry and Alliance Media contacts
3. Full page ad in Alliance Week event guide
4. Anteris Media Network live podcast interview on The Pillar with Casey and Birdman
5. Sponsors logo on all printed advertisements for the event, and carried on the event section of the website and social media
6. Entire Sporting Clay Course and upper rifle and pistol range lanes allocated to their network of brands. This space can be purchased and sold out or shared cost with other companies in your network.
7. 10x30 Tent for the main sponsor, and up to 10 other tents for the range bays on the upper area and tables for each
8. 2 – Entrance Flag banners (Donor Supplied) and 5 banners (Donor supplied) to be placed in designated areas
9. Hospitality suite access for duration of SHOT



Silver Star Sponsorship - \$25,000

The Silver Star is the second highest medal that can be bestowed on a military member who has made an amazing sacrifice for his or her country. Commemorating those who have received the Silver Star and served this great nation, this sponsorship package offers the following:

1. Collective Sponsorship Banner featured at all events
2. Press Release of sponsorship sent to outdoor industry and Alliance Media contacts
3. Full page ad in Alliance Week event guide
4. Anteris Media Network live podcast interview on The Pillar with Casey and Birdman
5. Sponsors logo on all printed advertisements for the event and carried on the event section of website and social media
6. Entirety of main bay across from Clubhouse at Pro Gun Vegas and ability to invite up to 4 other companies to share and split that space
7. 10x30 Tent for the main sponsor, and up to 4 other tents for the range bay partners and tables for each
8. 2 – Entrance Flag banners (Donor supplied) and 5 banners (Donor supplied) to be placed in designated areas
9. Hospitality suite access for duration of SHOT



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Exclusive Sponsorship Package Details cont.



Legion of Merit Sponsorship - \$15,000

The Legion of Merit is the third highest medal in the military system of awards and decorations to our service men and women, bestowed on very few. This sponsorship package offers the following:

1. Collective Sponsorship Banner featured at all events
2. Press Release of sponsorship sent to outdoor industry and Alliance Media contacts
3. 1/2 page ad in Alliance Week event guide
4. Anteris Media Network live podcast interview on The Pillar with Casey and Birdman
5. Sponsors logo on all printed advertisements for the event and carried on the event section of website and social media
6. 3-10x10 Tents with 4 tables, and exclusive range bay – ability to invite up to two more companies to split space/costs with
7. 2 - Entrance Flag banners (Donor supplied) and 5 banners (Donor supplied) to be placed in designated areas
8. Hospitality suite access for duration of SHOT



Bronze Star Sponsorship - \$10,000

The Bronze Star is the fourth highest medal that can be bestowed on a military member who has made an amazing sacrifice for his or her country. Commemorating those who have received the Bronze Star and served this great nation, this sponsorship package offers the following:

1. Collective Sponsorship Banner featured at all events
2. Press Release of sponsorship sent to outdoor industry and Alliance Media contacts
3. 1/2 page ad in Alliance Week event guide
4. Anteris Media Network live podcast interview on The Pillar with Casey and Birdman
5. Sponsors logo on all printed advertisements for the event and carried on the event section of website and social media
6. 2-10x10 Tents with 4 tables, and exclusive range bay – ability to invite up to two more companies to split space/costs with
7. 5 banners (Donor supplied) to be placed in designated areas
8. Hospitality suite access for duration of SHOT



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Exclusive Sponsorship Package Details cont.



Meritorious Service Sponsorship - \$5,000

The Meritorious Service Medal is the fifth highest medal in the military system of awards and decorations to our service men and women. This package offers the following:

1. Collective Sponsorship Banner featured at all events
2. Press Release of sponsorship sent to outdoor industry and Alliance Media contacts
3. 1/4 page ad in Alliance Week event guide
4. Sponsors logo on all printed advertisements for the event and carried on the event section of website and social media
5. 1-10x10 Tents with 4 tables, and range lane - ability to invite up to one other company to split space/cost
6. Hospitality suite access for duration of SHOT



Patriot Sponsorship - \$2,500

The Patriot Sponsorship honors those who whether they have served this nation or not, have made it their personal mission in the civilian sector to support those who have served. These are the patriots made up of a like minded group that honor our Freedoms and love this great nation! This package offers the following:

1. Collective Sponsorship Banner featured at all events
2. Press Release of sponsorship sent to outdoor industry and Alliance Media contacts
3. Logo in Alliance Week event guide
4. Sponsors logo on all printed advertisements for the event and carried on the event section of website and social media
5. Non Shooting table exhibit - 10x10 tent with two tables. Ability to invite one other company to exhibit to share cost/space
6. Hospitality suite access for duration of SHOT



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Birdman Media Hospitality Suite – Palazzo

Birdman Media Hospitality Suite

For the past two years, Birdman Media has hosted the hospitality suite in the Venetian Hotel for the duration of SHOT show. The suite provides a place for Alliance partners and sponsors to come to network, get a water or coffee and a breather during the long SHOT days. The suite then opens up in the evening for patriots to gather and network. Alliance companies and sponsors can invite up customers, merchants, media, or other industry partners as gathering together in the space allows for a great networking opportunity. As they say at big trade shows, the evening dinners and drinks are where business gets done. Rob – aka Birdman, and his wife Allie stay in and are our hosts for the week to ensure the best experience possible. Water, Coffee, Alcohol, and some light snacks are provided through the duration of SHOT. This year companies can be a sponsor of the suite portion of the week allowing for some specific and focused coverage of their products and brands.

Birdman Media Suite

Other sponsorships available – contact Rob Hephner

Alcohol Sponsor (cash or in kind) \$2,500

Snacks Sponsor (cash or in kind) \$2,500



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Event Guide Printed Advertising

Alliance Week Event Guide and Directory

The Alliance Week Event guide will be sent digitally to every pre-registered attendee of the Event, and be printed to be handed to every attendee who registers on site. The publication will feature dates and times, event locations, breakout session information, suite details, event floor plan, exhibitor list, and all pertinent details for the show. The guide will also feature a detailed directory for every exhibiting company.

Advertising Options	
Inside Cover Front	\$750
Inside Cover Back	\$750
Back Cover	\$1,000
Full Page Ad	\$500
Half Page Ad	\$250



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Specialty Sponsorship Package Details cont.

Badge & Badge Holder Sponsorships

Every person who attends the Try & Buy from exhibitors to attendees, press, and buyers, will receive a name badge. The sponsor's logo will be built onto all of the badges handed out for the event. Further, nice badge holders would make their way into the SHOT show for many showgoers continuing the exposure of your brand onto the show floor for the duration of the week. We would look at nice quality badge holders with Velcro built onto them for patch placement as well.

Flag Jump Sponsorships

Our vision here would be to have someone jump the American Flag, and sponsor's flag into the Try & Buy event at Pro Gun Vegas on Sunday 19 Jan. This is a unique show of patriotism where we can bring focus to the brand shrouded in patriotism to kick off the event that morning!

Show Bag Sponsorship

Every person who attends the Try & Buy will receive a bag upon registration with some key literature inside as well as SWAG items. This is a bag that will likely transition into SHOT show with some people thus dragging your brand onto the show floor. This is a luxury for the convention goer and will be used not only at the event, but into the future by many convention goers.

Transportation Sponsorship

The Transportation sponsor's logo will be affixed to all contracted transportation carriers affiliated with the event. This will provide VIP transport to a couple of our events through Alliance Week and ensure we have transport to and from the Alliance Week Range Venue. The Transportation Sponsor will receive 2 VIP Tickets to the After Party, and 5 General Admission tickets.

Lanyard Sponsorship

Every person who attends the convention from exhibitors to attendees, press, buyers, and public will receive a lanyard. The sponsor's logo will be built onto all of the lanyards handed out for the event. A large group will also be required to have the lanyard and passes on Thursday at the concert featuring the sponsor's logo to thousands.

ASK US ABOUT CUSTOM SPONSORSHIPS



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In Kind Sponsorships

In kind sponsors will receive logo coverage for the event, and a percentage discount on event tickets based on the value of donated goods. Please note, that in kind donations have to be applicable to tax law for donated goods to a nonprofit event – so please check the tax law prior to donating items.

Items of interest:

1. T-Shirts, Hats
2. Banners, Printing, and Promotions
3. SWAG items
4. Event Patches
5. Event Photography
6. Event Videography
7. Graphic Design Work
8. Other options? Just let us know!



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