



## PAID SOCIAL SPONSORSHIP OPPORTUNITIES

As a paid social sponsor for the Show, your company's name will be listed as the "Paid Partnership" sponsor at the top of each Facebook and Instagram post published by the ATA during the entire week of the 2021 ATA Trade Show (Jan. 4-10, 2021). This placement allows visitors to click the sponsor's name and visit the sponsor's social media page. Partners will be able to view stats for each post they are tagged on as a sponsor.

Post topics span an array of general event coverage. ATA maintains full ownership and control of post content and company will not be given privileged over other exhibiting companies.

### ATA SOCIAL SPONSOR

**\$10,000**

COST PER ESTIMATED IMPRESSION: .007 CENTS

#### Type of Posts

- General Event Coverage

#### Combined Followers:

- 67,500

#### 2020 Show Statistics:

- 142 Instagram Posts
- 800,000 Impressions (30,000 unique)
- 62 Facebook Posts
- 500,000 Impressions

### ARCHERY360 SOCIAL SPONSOR

**\$5,000**

COST PER ESTIMATED IMPRESSION: .019 CENTS

#### Type of Posts

- Education/How-To

#### Combined Followers:

- 200,000

#### 2020 Show Statistics:

- 50 Instagram Posts
- 83,000 Impressions
- 5 Facebook Posts
- 172,000 Impressions

### BOWHUNTING360 SOCIAL SPONSOR

**\$5,000**

COST PER ESTIMATED IMPRESSION: .041 CENTS

#### Type of Posts:

- Education/How-To

#### Combined Followers:

- 58,000

#### 2020 Show Statistics:

- 50 Instagram Posts
- 85,000 Impressions
- 5 Facebook Posts
- 35,000 Impressions

FOR EXAMPLE:



Post content here.

FOR EXAMPLE:



Post content here.

FOR EXAMPLE:



Post content here.