



SPONSORSHIP GUIDE

JANUARY 11-15, 2021

EDUCATION SPONSOR

Get in front of the retailers who attend the virtual education offerings during the week of Jan. 11-15, 2021. Sponsors receive logo display on all education-series printed collateral and online communication. Your logo will also be displayed prominently on the MyATA Learning Center during the virtual show.

\$3,500 PER SPONSORSHIP

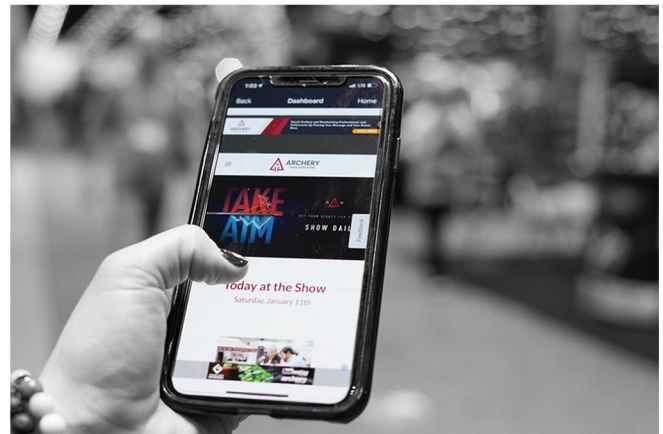


MOBILE APP SPONSOR

Get your message into the hands of an increasing number of attendees with a rotating banner position on the mobile app used to navigate the virtual show. Attendees will be able to click on your banner ad and be directed to your website.

\$1,000 PER SPONSORSHIP

8 SPONSORSHIPS AVAILABLE



EXHIBITOR ONLINE EVENT HOST

Eleven exhibitors will have the exclusive opportunity to share a half-hour promotional video through the MyATA Learning Center. These videos will air in between virtual education sessions and only be available online for a limited time to create urgency for viewers. Use this opportunity to share a new product launch or ATA Show-only savings opportunity.

Sponsor will also receive one buzz alert reminding retailers to attend the online event.

\$1,000 PER EVENT - 11 SPONSORSHIPS AVAILABLE



**NEW FOR
2021**

CALENDAR SPONSOR

With this sponsorship, you will be front and center all year long. With each month available as an individual sponsorship, there's twelve opportunities to get your message in front of ATA retailer members, both during the virtual show and long after. A copy of the calendar will be mailed to every ATA retailer member in January.

\$1,000 PER MONTH



EXHIBITOR SHOW SPECIAL GUIDE AD

ATA Exhibitor Show Special Guides will be mailed to every ATA retailer member in December. Place a banner in this booklet to ensure all eyes are on your brand.

\$1,500 PER SPONSORSHIP

8 SPONSORSHIPS AVAILABLE

ONLINE SHOW WEBSITE BANNER

Promote your brand on the MyATA portal homepage. ATA members will be directed to the portal during the week of January 11-15 to access all things related to the virtual trade show. Visitors who arrive on this page will be able to view the entire virtual show schedule, and access education opportunities and exhibitor listings. Your banner will run for 24 hours on this webpage under the header "FEATURED SHOW SPECIAL."

\$1,000 PER SPONSORSHIP

5 SPONSORSHIPS AVAILABLE

LIVE SOCIAL SPONSOR

As a paid social sponsor, 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 ATA 2021 Online (Jan. 11-15, 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 on these social accounts span an array of general event coverage. ATA maintains full ownership and control of post content and company will not be given post/content privilege over other exhibiting companies.



**NEW FOR
2021**

ATA SOCIAL SPONSOR: \$10,000

COST PER ESTIMATED IMPRESSION: .007 CENTS

Type of Posts on ATA Social:

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

FOR EXAMPLE:



Archery Trade Association with
Your Company Name Here.
Paid Partnership ·

Post content here.

ARCHERY 360 SOCIAL SPONSOR: \$5,000

COST PER ESTIMATED IMPRESSION: .019 CENTS

Type of Posts on Archery 360 Social:

Education/How-To

Combined Followers: 200,000

2020 Show Statistics:

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

FOR EXAMPLE:



Archery 360 with
Your Company Name Here.
Paid Partnership ·

Post content here.

BOWHUNTING 360 SOCIAL SPONSOR: \$5,000

COST PER ESTIMATED IMPRESSION: .041 CENTS

Type of Posts on Bowhunting 360 Social:

Education/How-To

Combined Followers: 58,000

2020 Show Statistics:

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

FOR EXAMPLE:



Bowhunting 360 with
Your Company Name Here.
Paid Partnership ·

Post content here.

FOR MORE INFORMATION

Call or email Jill Schaben, ATA senior manager of marketing and communications.

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