



A **ATHLON OUTDOORS**
RENDEZVOUS
MULTIMEDIA EDITORIAL
CONFERENCE

BRONZE BUFFALO RANCH
AT TETON SPRINGS
VICTOR, IDAHO
OCTOBER 2 - 5, 2023

THE FIREARM INDUSTRY'S MOST EXCLUSIVE EVENT

RENDEZVOUS
2023
EVENT
SPONSORSHIPS



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Athlon Outdoors Rendezvous 2023 is one of the firearm industry's most exclusive events. This invitation-only event brings together the industry's foremost content creators with the latest and greatest products to provide editorial coverage across the Athlon Outdoors channels.

Teton Springs Lodge & Spa, located in Teton Valley, Idaho, is an award-winning luxury resort nestled in the aspen and pine trees surrounding the award-winning Headwaters Golf Course. Experience the magnificence of the Grand Tetons while making great connections and forging new relationships.

3

**FULL DAYS OF SHOOTING
AND BONDING IN THE
MAJESTIC TETONS**

30

**TOP MANUFACTURERS
(BY INVITATION ONLY)**

25

**LEADING CONTENT
CREATORS**

250+

**ARTICLES, POSTS,
VIDEOS AND COVERS
CREATED**





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2023 LUX LOO SPONSORSHIP

Any idiot can rough it, so let your company be recognized for providing deluxe, heated lavatories at the range, complete with a music playlist of your choice (perhaps a silent theme for suppressor companies?).



\$15,000 SPONSORSHIP INCLUDES

2 Attendees for 2 Nights + Media Fee

Sponsor-branded toilet paper/tissues

Feature in Rendezvous Roundup

Logo Signage at the Range, Group Meals, in Event Portal

Special Acknowledgment at Group Dinners

(1) 300x250 banner ads in editorial e-newsletters

(2) (500k+ impressions)

VALUE: \$30,000 – 500K+ MEDIA IMPRESSIONS

+ FEATURE IN RENEZVOUS ROUNDUP

These pre-packaged sponsorships are available on a first-come, first-served basis, but custom sponsorship packages are also available.





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2023 RISE & SHINE SPONSORSHIP

Rendezvous breakfasts are made hot at the range by a wonderful local culinary team and are accompanied by hot drinks and pastries. Your company will be recognized with branded, insulated mugs. What a way to start the day!

\$15,000 SPONSORSHIP INCLUDES

2 Attendees for 2 Nights + Media Fee

Branded Stainless To-Go Mug

Feature in Rendezvous Roundup

Logo Signage at the Range, Group Meals, in Event Portal

Special Acknowledgment at Group Dinners

1 Range Day with Display Table

(2) 300x250 banner ads in editorial e-newsletters (500k+ impressions)

VALUE: \$34,000 - 1MM+ IMPRESSIONS



SOLD



VALUE: \$30,000 – 500K+ MEDIA IMPRESSIONS + FEATURE IN RENDEZVOUS ROUNDUP

Sponsorships will be billed up front and payment in full is required prior to the event.

These rates and packages are available only to qualified Rendezvous partners.



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2023 COCKTAIL SPONSORSHIP

Be remembered and appreciated as the company that provides all the drinks at Rendezvous. This sponsorship includes all three nights plus branded napkins and koozies, plus a signature craft cocktail. Cheers!



SOLD

\$25,000 SPONSORSHIP INCLUDES

2 Attendees for 2 Nights + Media Fee

Feature in Rendezvous Roundup

Branded Drink Koozie and Cocktail Napkins

Logo Signage at the Range, Group Meals, in Event Portal

Special Acknowledgment at Group Dinners

1 Range Day with Display Table

NEW Product Spotlight 100% SOV/Showcase Package (750k impressions)

(2) 300x250 banner ads in editorial e-newsletters (500k+ impressions)



VALUE: \$55,000 – 1.25MM+ MEDIA IMPRESSIONS + FEATURE IN RENDEZVOUS ROUNDUP

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2023 DINNER SPONSORSHIP

Every night of Rendezvous, you will be recognized for the incredibly delicious dinners and desserts served to all guests. This sponsorship includes a meat thermometer to remind our guests of these great meals and your brand every time they use it.



\$30,000 SPONSORSHIP INCLUDES

2 Attendees for 2 Nights + Media Fee
Feature in Rendezvous Roundup

Branded Meat Thermometer

Logo Signage at the Range, Group Meals, in Event Portal
Special Acknowledgment at Group Dinners

1 Range Day with Display Table

NEW Product Spotlight 100% SOV/Showcase Package (750k impressions)

(1) Sponsored Brand Takeover Newsletter

(1) 300x250 banner ads in editorial e-newsletters (250k+ impressions)



VALUE: \$55,000 – 1.25MM+ MEDIA IMPRESSIONS + FEATURE IN RENDEZVOUS ROUNDUP

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These rates and packages are available only to qualified Rendezvous partners.



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2023 ENTERTAINMENT SPONSORSHIP

For three nights, your company will be recognized for providing a talented local singer/songwriter to perform during cocktail hour and after dinner under starlit Rocky Mountain skies.

\$15,000 SPONSORSHIP INCLUDES

3 Nights of Live Music

- Special Acknowledgment Announcement at Group Dinners
- Logo Signage at the Range, Group Meals, in Event Portal
- 1 Range Day with Display Table
- 2 Attendees for 2 Nights + Media Fee
- Product Feature in Rendezvous Roundup
- NEW Product Spotlight 100% SOV /Showcase Package {750k impressions} (1) Sponsored Brand Takeover Newsletter
- (1) 300x250 banner ads in editorial e-newsletters {250k+ impressions}

EXCLUSIVE
MEDIA



PARTNER
OFFER





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2023 “LEARN S’MORE” FIRESIDE SPONSORSHIP

Following craft cocktails and a gourmet dinner, gather around the fire cauldron and learn “S’more” about the sponsoring company. The sponsor company will have exclusive domain to the area where content creators and industry guests gather to make s’mores, enjoy drinks, and where a company representative can hold court in a fun and casual setting.

\$15,000 SPONSORSHIP INCLUDES

3 Nights of Fireside S’Mores

- Special Acknowledgment Announcement at Group Dinners
- Logo Signage at the Range, Group Meals, and in Event Portal
- 1 Range Day with Display Table
- 2 Attendees for 2 Nights + Media Fee
- Product Feature in Rendezvous Roundup
- NEW Product Spotlight 100% SOV /Showcase Package {750k impressions} (1) Sponsored Brand Takeover Newsletter
- (1) 300x250 banner ads in editorial e-newsletters {250k+ impressions}



PENDING





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2023 PRODUCT SPONSORSHIP PACKAGES

Product sponsorships can only be extended for products on the list below or by management approval. Products that manufacturers choose to distribute to staff, content creators or Rendezvous guests are at their discretion, but sponsorship benefits are limited to approved items only.

- Eye protection – QTY 150 pairs **AVAILABLE**
- Ear protection – QTY 150 pairs. **AVAILABLE**
- Event Range Bags - QTY 150 (*must be co-branded with AO logo*) **AVAILABLE**
- Event Hats - QTY 150 (*must be co-branded with AO logo*). **AVAILABLE**
- Ammo for the event (*not for other uses*) **AVAILABLE**

- Editorial Apparel for Range Days – estimated at 150 pieces
 - Shirts (*must be co-branded with AO logo*)
 - Jackets (*must be co-branded with AO logo*)
 - Gloves

SOLD

BENEFITS MAY INCLUDE THE FOLLOWING:

- 2 Attendees for 2 Nights + Media Fee
- Feature in Rendezvous Roundup
- Logo Signage at Event and in Event Portal
- Special Acknowledgment at Group Dinners
- 1 Range Day with Display Table
- 300x250 Display Ad in an Editorial E-newsletter
- Sponsor-branded E-newsletter
- New Product Spotlight & Showcase Sponsorship

BENEFITS WILL BE CUSTOMIZED BASED UPON THE RETAIL VALUE OF THE PRODUCTS



112 - LODEN

Athlon Outdoors prefers not to coordinate embroidery. Items need to be shipped to the resort no later than October 1, 2023.



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CREATE A CUSTOM SPONSORSHIP

The possibilities are endless for custom-tailored event sponsorships that highlight your company in the most engaging ways. Feel free to work with your Account Executive to come up with fun or out-of-the-box ideas to make this fantastic event even better!

BENEFITS MAY INCLUDE THE FOLLOWING:

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- Special Acknowledgment at Group Dinners
- 1 Range Day with Display Table
- 300x250 Display Ad in an Editorial E-newsletter
- Sponsor-branded E-newsletter
- New Product Spotlight & Showcase Sponsorship

BENEFITS WILL BE CUSTOMIZED BASED UPON THE RETAIL VALUE OF THE PRODUCTS

