



CORPORATE SPONSORSHIP INFORMATION

May 14, 2011 | OutdoorShopDay.com

STAY LOCAL GO WILD

Presented By: The OtiumGroup



Outdoor Shop Day™

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Event Run-Down*

(All times are local)

Shops Open/Events Begin	10 am
Manufacturers New Product Demo	10 am – 7 pm
Personal Appearances & Autographs	1 – 3 pm
<i>(athletes, coaches, authors, sports personalities, broadcasters, etc)</i>	
Raffles & Give-Away's Every 30 Minutes	10 am – Close
Presentation to Local Outdoor Charity	7 pm

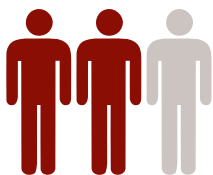
Activities such as, entertainment, refreshments, music, skills displays, and performers will be available throughout the day at participating shops.*

* Actual events and schedule may vary.

Important? You bet.
Small businesses account for:

39%

of U.S. GDP



2 out of every 3 new jobs created

Source: U.S. Chamber of Commerce

Outdoor Shop Day Defined

Outdoor Shop Day™ is a day for Independent Outdoor Shop Owners, Outdoor Enthusiasts, Professional Adventurists, and Celebrities to come together with Manufacturers to celebrate the local independent outdoor shop, and make a difference in the outdoor community through our donation to The Outdoor Foundation (www.outdoorfoundation.org).

We plan to have special savings, as well as exclusive deals with manufacturers for special items available only on Outdoor Shop Day. In addition, we plan to host a number of celebrities, bands, food, and entertainment at rallies in cities all over North America and beyond.

Outdoor Shop Day 2011 will be held on May 14, 2011, and each year thereafter on the second Saturday of May.

What is an Independent Outdoor Shop?

We define an Independent Outdoor Shop as any local retailer selling products primarily designed for use in the great outdoors. This may include local ski shops, bike shops, hunting and fishing stores, skate shops, camping stores, golf pro-shops, running stores, swim shops, dive shops, and everything in between.

In order to participate in Outdoor Shop Day, a retailer must be independent from the large regional and national, corporate-owned “big box” outdoor retail and sporting goods chains. Additionally, the shop must be a true “local shop” by employing locals, understanding the local outdoor scene, and working toward the goal of local access to the great outdoors.

Why is Outdoor Shop Day Important?

The 20 million-plus small businesses in the United States are the strength of our nation’s economy. Small businesses, like independent outdoor shops, account for 39% of the U.S. GDP, create 2 out of 3 new jobs, and produce 2.5 times as many innovations per employee as large firms.

Outdoor Shop Day is critically important to maintain the health of the Independent Outdoor Shop as they compete against the Big Box retail chains:

- Independent Outdoor Shops produce more jobs, better incomes, and higher tax receipts for their communities than Big Box mega-stores.
- Independent Outdoor Shop owners and employees are more likely to support other local businesses – such as local banks, printers, advertisers, financial services, etc. – which helps to preserve the local economy and community.
- Independent Outdoor Shops strive to provide more expertise, better service, and higher quality goods than huge and impersonal Big Box retailers do.
- Independent Outdoor Shops help to promote a healthy lifestyle by providing the tools necessary to be active in the great outdoors.

OutdoorShopDay.org

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Target Audience

DEMOGRAPHICS

Age 18-34:	32%
Age 25-54:	85%
Male:	46%
Female:	54%
Married:	59%
Married w/Kids:	53%

EDUCATION

High School:	22%
College Grads:	38%
Grad School:	24%
Other:	16%

INCOME - INDIVIDUAL

Median:	\$75,900
Average:	\$87,000

INCOME - HOUSEHOLD

Median:	\$79,900
Average:	\$92,900

Source: MRI Database

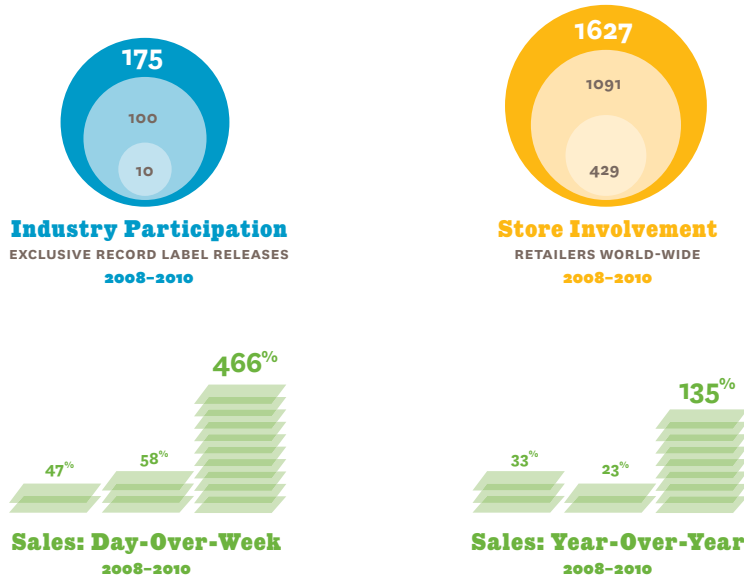
How Successful can we make Outdoor Shop Day?

The idea for Outdoor Shop Day came after the founders read about, and participated in, Record Store Day 2010 (www.recordstoreday.com). In three short years, Record Store Day has become a worldwide phenomenon, with nearly 2,000 Independent Record Stores participating in 18 countries. This past year, Record Store Day participants witnessed sales increases of over 400% from the previous week. Most participating record stores enjoy better sales on this single day than they do for the entire Christmas/Holiday season.

The following graphs show actual Record Store Day growth over the past three years.

(Source: Record Store Day)

RECORD STORE DAY STATISTICS : 2008-2010



We believe that Outdoor Shop Day can surpass the sizable metrics set by Record Shop Day. There are significant similarities between Independent Record Stores and Independent Outdoor Shops: both retailers service a unique, dedicated, and socially conscious customer base; both retailers have seen significant decreases in their numbers over the past 20 years, with the rise of large regional and national Big Box retailers; both retailers are, by definition, local small businesses – brick mortar shops, employing locals, understanding the local scene, and working to enhance their communities.

Outdoor Shop Day will ultimately be an enormous success due to the size of the outdoor retail market (over 20,000 U.S. Shops), the extreme popularity of the outdoor activities they service, and the loyal nature of outdoor enthusiasts (more than 40 million in U.S.).



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Event Budget

PROPOSED EVENT BUDGET

Total Budget: \$550,000

Marketing Spend: \$275,000

MARKETING DISTRIBUTION

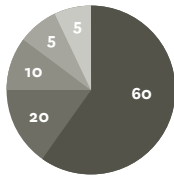
Online: 60%

In-Store: 20%

Radio: 10%

Television: 5%

Print Media: 5%



MARKETING DISTRIBUTION
% OF PROPOSED MARKETING SPEND

Source: The OtiumGroup

Event Sponsorships

Sponsorship of Outdoor Shop Day is a “win-win” for the sponsor and the independent outdoor retailer. Your sponsorship dollars will help reduce the expenses associated with the event marketing and publicity, grants awarded to qualifying shops, and the procurement and allocation of event resources – such as celebrities, merchandise, food, displays, and entertainment. In addition, some of your sponsorship dollars, along with monies raised at the event, will be used in part to contribute to The Outdoor Foundation (www.outdoorfoundation.org); a foundation dedicated to the inspiration and growth of future outdoor enthusiasts.

In return, all corporate sponsors receive exposure to over 41 million outdoor enthusiasts (aged 18 to 54) and over 20,000 outdoor retail shops in the United States alone. The Outdoor Shop Day team has established an exciting multi-level sponsorship program designed to benefit sponsors of all sizes. Please review our sponsorship opportunities and when you have chosen the sponsorship level that fits your needs, please contact us at information@outdoorshopday.org.

Bronze Sponsor

\$1,000 – \$4,999

- Listing on the Outdoor Shop Day website list of sponsors, with link to sponsor site
- Text-based listing on the Outdoor Shop Day event program guide Sponsor page
- Joint press release; to be included on OutdoorShopDay.org & sponsor website
- Media Kit (Outdoor Shop Day Logo, etc) for use on Sponsor’s Website
- Full post-event measurement reports
- Rights to include Outdoor Shop Day trademarks and service marks on all electronic and printed materials
- Two (2) complimentary tickets to any one of the Outdoor Shop Day VIP Rooms
- 10% discount on all Outdoor Shop Day merchandise purchased through OutdoorShopDay.org
- Outdoor Shop Day Certificate acknowledging sponsorship level

Silver Sponsor

\$5,000 – \$9,999

- Listing on the Outdoor Shop Day website list of sponsors, with link to sponsor site
- Text-based listing on the Outdoor Shop Day event program guide Sponsor page
- Joint press release; to be included on OutdoorShopDay.org & sponsor website
- Media Kit (Outdoor Shop Day Logo, etc) for use on Sponsor’s Website
- Rights to include Outdoor Shop Day trademarks and service marks on all electronic and printed materials
- Full post-event measurement reports
- Four (4) complimentary tickets to any one of the Outdoor Shop Day VIP Rooms
- 20% discount on all Outdoor Shop Day merchandise purchased through OutdoorShopDay.org
- Acknowledgment of sponsorship at Outdoor Shop Day events nationwide
- Framed Outdoor Shop Day Certificate acknowledging sponsorship level
- Current year’s Sponsorship included in the Outdoor Shop Day Online Sponsorship Archive for 1 year



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Event Scope

OFFICIAL RALLY SITES

Chicago, IL
Denver, CO
Atlanta, GA
Seattle, WA

EXPECTED RETAIL SHOP PARTICIPATION

600-800 Shops
From the United States,
Europe, and Australia.

Source: The OtiumGroup

Event Sponsorships (continued...)

Gold Sponsor

\$10,000 - \$25,000

- Listing on the Outdoor Shop Day website list of sponsors, with link to sponsor site
- Full Color, quarter-page listing, with logo, in the Sponsor's Section of the Outdoor Shop Day event program guide
- Listing, with Sponsor's logo, on event posters, and other printed materials
- Joint press release; to be included on OutdoorShopDay.org & sponsor website
- Media Kit (Outdoor Shop Day Logo, etc) for use on Sponsor's Website
- Rights to include Outdoor Shop Day trademarks and service marks on all electronic and printed materials
- Full post-event measurement reports
- Six (6) complimentary tickets to any of the Outdoor Shop Day VIP Rooms nationwide
- 25% discount on all Outdoor Shop Day merchandise purchased through OutdoorShopDay.org
- Acknowledgment of sponsorship at Outdoor Shop Day events nationwide
- Outdoor Shop Day Plaque acknowledging sponsorship level
- Current year's Sponsorship included in the Outdoor Shop Day Online Sponsorship Archive for 2 years

Premium Corporate Sponsor \$50,000 and above

- Listing on the Outdoor Shop Day website list of sponsors, with link to sponsor site
- Full Color, half-page listing, with logo, in the Sponsor's Section of the Outdoor Shop Day event program guide
- Full Color Listing, with Sponsor's logo, on event posters, and other printed materials
- Joint press release; to be included on OutdoorShopDay.org & sponsor website
- Media Kit (Outdoor Shop Day Logo, etc) for use on Sponsor's Website
- Rights to include Outdoor Shop Day trademarks and service marks on all electronic and printed materials
- Eight (8) complimentary tickets to any of the Outdoor Shop Day VIP Rooms nationwide
- 30% discount on all Outdoor Shop Day merchandise purchased through OutdoorShopDay.org
- Special invitation for principal officers to receive acknowledgment of sponsorship in person at Outdoor Shop Day
- Premium Outdoor Shop Day Plaque acknowledging sponsorship level
- The opportunity to underwrite specific local and/or regional Outdoor Shop Day events using your corporate name or logo
- Special invitation for principal officers and their guests to a private meet/greet featuring the OSD Celebrity of choice
- Rotating half-banner ad on OutdoorShopDay.org home page for 6 months
- Free advertising for 6 months on any of The OtiumGroup websites
- Full pre and post-event measurement reports
- A custom promotional message featured within Outdoor Shop Day's marketing
- Opportunity to lock-in the Premium Sponsorship for up to 2 years at the current rate
- Current year's Sponsorship included in the Outdoor Shop Day Online Sponsorship Archive for 5 years



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Did you know?

The total number of outdoor enthusiasts has increased by 10% or more per year over the last 5 years.

The number of Americans who recreate in the snow each year is greater than the combined populations of Ireland, Costa Rica, New Zealand & Mongolia.

More Americans camp than play basketball.

75% percent of ALL Americans are active participants in one or more forms of outdoor activities each year.

Source: The Outdoor Retailer Association

About The OtiumGroup

The OtiumGroup, LLC., founder and manager of Outdoor Shop Day, is an Outdoor Adventure Business Services Company dedicated to providing Outdoor Retailers with access to the services, tools and technology solutions (e-commerce, training, group purchasing, etc.) enjoyed by the large chain stores, without compromising the independent spirit, expertise and individual attention, that make Independent Outdoor Shops unique.

The OtiumGroup, in conjunction with Outdoor Shop Day, reserves the right to alter or amend these sponsorship levels and opportunities at anytime.

TheOtiumGroup.com

Event Sponsorships (continued...)

Official Corporate Sponsor ** Negotiable **

- Listing on the Outdoor Shop Day website list of sponsors, with link to sponsor site
- Full Color, quarter-page listing, with logo, in the Sponsor's Section of the Outdoor Shop Day event program guide
- Full Color Listing, with logo, on all event posters, banners, bag stuffers, mailers, and any other printed materials
- Joint press release; to be included on OutdoorShopDay.org & sponsor website
- Media Kit (Outdoor Shop Day Logo, etc) for use on Sponsor's Website
- Rights to include Outdoor Shop Day trademarks and service marks on all electronic and printed materials
- Twelve (12) complimentary tickets to any of the Outdoor Shop Day VIP Rooms nationwide
- 35% discount on all Outdoor Shop Day merchandise purchased through OutdoorShopDay.org
- Special invitation for principal officers to receive acknowledgment of sponsorship in person at Outdoor Shop Day
- Premium Outdoor Shop Day Plaque acknowledging sponsorship level
- The opportunity to underwrite specific local and/or regional Outdoor Shop Day events using your corporate name or logo
- Free advertising for 12 months on any of The OtiumGroup websites
- A custom promotional message featured within Outdoor Shop Day's marketing
- Special invitation for principal officers and their guests to a private meet/greet featuring the OSD Celebrity of choice
- Rotating banner ad on the OutdoorShopDay.org home page for 12 months
- Opportunity to host a reception at the Outdoor Shop Day Event of choice
- Acknowledgement as the "Official Sponsor" of Outdoor Shop Day 2011 in your main product category
- Oversight in selection of other "Official Sponsors" of Outdoor Shop Day 2011
- Opportunity to lock-in the Premium Sponsorship for up to 5 years at the current rate
- Current year's Sponsorship included in the Outdoor Shop Day Online Sponsorship Archive for the life of Outdoor Shop Day
- Pre, post, on-site, and exit survey capabilities
- 3rd party attendance audit reporting capabilities
- Media coverage reports
- Full pre & post-event measurement reports

Presenting Sponsor ** Negotiable **

All of the benefits previously listed plus:

- Acknowledgement as the Presenting Sponsor for Outdoor Shop Day 2011 on ALL published, electronic, and event materials (Example: "Outdoor Shop Day 2011, presented by Your Company")
- Acknowledgement as the Host of all Official Outdoor Shop Day VIP rooms nationwide
- Final acceptance of all Sponsors who join after Presenting Sponsor finalizes Presenting Sponsorship
- Opportunity to lock-in Presenting Sponsorship for up to 8 years at the current rate
- Current year's Sponsorship included in the Outdoor Shop Day Online Sponsorship Archive for the life of Outdoor Shop Day
- Pre, post, on-site, and exit survey capabilities
- 3rd party attendance audit reporting capabilities
- Media coverage reports
- Full pre and post-event measurement reports