



## **Retail Partner**

### **OSD EVENT INFORMATION**

**May 14, 2011 | [OutdoorShopDay.com](http://OutdoorShopDay.com)**

# **STAY LOCAL GO WILD**

**Presented By: The OtiumGroup**



# Outdoor Shop Day™

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### Event Run-Down\*

(All times are local)

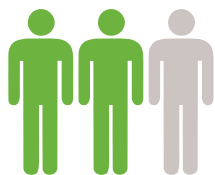
Shops Open/Events Begin	10 am
Manufacturers New Product Demo	10 am – 7 pm
Personal Appearances & Autographs	1 – 3 pm
<i>(athletes, coaches, authors, sports personalities, broadcasters, etc)</i>	
Raffles & Give-Away's Every 30 Minutes	10 am – Close
Presentation to Local Outdoor Charity	7 pm

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](http://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.



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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

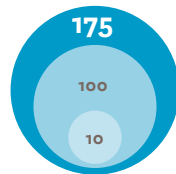
## How Successful can we make Outdoor Shop Day?

The idea for Outdoor Shop Day came after the founders read about, and participated in, Record Store Day 2010 ([www.recordstoreday.com](http://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.

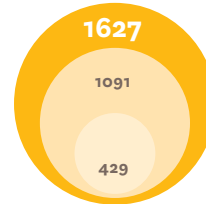
The following graphs show actual Record Store Day growth over the past three years.

(Source: Record Store Day)

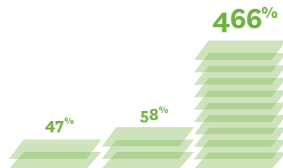
### RECORD STORE DAY STATISTICS : 2008-2010



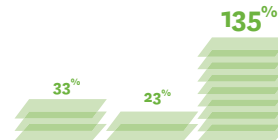
**Industry Participation**  
EXCLUSIVE RECORD LABEL RELEASES  
2008-2010



**Store Involvement**  
RETAILERS WORLD-WIDE  
2008-2010



**Sales: Day-Over-Week**  
2008-2010



**Sales: Year-Over-Year**  
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

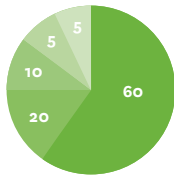
Online: 60%

In-Store: 20%

Radio: 10%

Television: 5%

Print Media: 5%



MARKETING DISTRIBUTION  
% OF PROPOSED MARKETING SPEND

Source: The OtiumGroup

## Benefits to the Independent Outdoor Shop

Outdoor Shop Day™ will be an enormous success due to the size of the Outdoor Retail Market, the extreme popularity of the outdoor activities they service, the loyal nature of Outdoor Enthusiasts, and the unique culture that surrounds the independent outdoor shop.

With this in mind, Outdoor Shop Day looks to support the independent outdoor shop with the following specific opportunities:

- Highlight your presence in the community and pride in being a locally owned business.
- Connect with customers in a way that promotes your passion for the outdoors and builds community and loyalty.
- Establish an annual event that brings customers to the store not just to purchase, but to learn and watch and have fun.
- Learn more about your customers and their outdoor passions and how best to fulfill those passions.
- Introduce in-house classes or workshops for the community on topics that matter to your customer and are most relevant to you, the shop owner.
- Promote your shop online through [OutdoorShopDay.org](http://OutdoorShopDay.org), as well as Facebook, Twitter, etc., encouraging customers to sign-up for promotions, deals and outdoor tips through these sites.
- Build mailing and email lists of customers and interested local consumers.

## How does an Independent Outdoor Shop Get Involved?

Go to [www.OutdoorShopDay.org](http://www.OutdoorShopDay.org) and sign-up in the “Independent Shop” section, or contact Outdoor Shop Day at [info@outdoorshopday.org](mailto:info@outdoorshopday.org).

## What do you need to do on Outdoor Shop Day?

Outdoor Shop Day is all about the Independent Outdoor Retailer and the Outdoor Community as a whole. On Outdoor Shop Day we hope our retail partners will remember our tag-line “**Stay Local, Go Wild**” and run a sale, host a party, provide give-aways, demonstrate equipment, provide demo opportunities – **anything you want because Outdoor Shop Day is your day.**



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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

## 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.

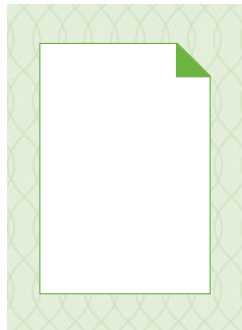
[TheOtiumGroup.com](http://TheOtiumGroup.com)

## What you get when you sign up on [OutdoorShopDay.org](http://OutdoorShopDay.org)

We will support registered Outdoor Shop Day™ shops by providing a comprehensive package\* of print, promotional, environmental and electronic materials to assist you in generating awareness and excitement. The cost for the support materials? Zip, zilch, nada, nothing... they are **FREE** to any shop registering at [OutdoorShopDay.org](http://OutdoorShopDay.org).

### PROPOSED PROMOTIONAL MATERIALS

#### POSTERS



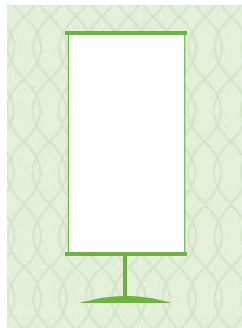
#### PRINT COLLATERAL



#### BAG STUFFERS



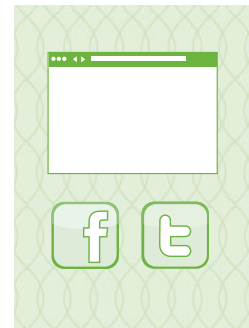
#### BANNERS & SIGNAGE



#### PROMOTIONAL ITEMS



#### MULTIMEDIA EXPOSURE



\* Package contents are subject to change without notice. Each registered shop qualifies for One (1) OSD Event Promotional Package. Contact [info@outdoorshopday.org](mailto:info@outdoorshopday.org) for further details.