



Outdoor Sports, Lake & Cabin Show

March 12-14, 2010

FORT WAYNE SPONSORS & MARKETING PARTNERS

Station/Publication	Description	Official sponsor	Ads	Promos	Discount Coupon Distribution	Online	Ticket giveaways	Live Remotes	Other
WANE-TV	CBS Affiliate, #1 in market		68 thirty-second spots	tbd	tbd	tbd	tbd		
Comcast/Viacom FIOS	124,000 cable homes		354 thirty-second spots	tbd	tbd	tbd	tbd		
WISE/WPTA- TV	ABC & NBC affiliates		59 thirty-second spots	tbd	tbd	tbd	tbd		
FOX-55 TV	FOX affiliate	YES	25 thirty-second spots + at least 50 ten-second spots	At least 50 promotional spots + we are sponsors of their Scavenger Hunt promo	YES, at Scavenger Hunt	email blast to 9,000 + 30 days of web ads	YES, 200 tickets		Welcome booth at show
WAJI/WLDE Radio	Adult contemporary & classic hits stations		130 sixty-second spots	120 promotional spots		email blast to 9,100 + web ads, facebook, twitter	YES, 200 tickets	March 8-13, incl. 4 Saturday live breaks	
WOWO/ESPN Radio	News and sports talk stations		118 sixty-second spots			YES			
K105 Radio	#1 Country station		74 sixty-second spots	On-air contests		YES	YES, 50 tickets		
US 93.3 Country/JOE-FM	Contemporary country & classic hits	YES	260 sixty-second spots	245 promotional spots		two weeks of heavy website promotion	YES, 500 tickets	Friday p.m. drive time, incl 4 live breaks	WBTU Promotional Bus on-site
WLKI/WBET/UROCK/ESPN Radio	Angola, IN (multiple formats)		150 sixty-second spots	30 promotional spots		YES	YES, 20 tickets		
WLZZ Radio	Bryan, OH - news radio		60 sixty-second spots	30 promotional spots		YES	YES, 20 tickets		
WTHD	LaGrange, IN/Sturgis, MI - country		60 sixty-second spots	30 promotional spots		YES	YES, 20 tickets		
Fort Wayne Journal Gazette	Northern IN's dominant newspaper		Sunday Page 1 Post-it		127,000 Coupons on Page 1	YES	YES, 30 tickets		Pre-show Editorial Coverage
Times Publications	Weekly neighborhood and clipper pubs in region		Full Page + Coupons		187,000 coupons	Downloadable Coupon online			Pre-show Editorial Coverage
Deer & Deer Hunting magazine	The nation's #1 deer hunting pub & website		Half-page ad	seminar sponsor		email blast to 78,500 hunters + web coverage			Pre-show Editorial Coverage
Turkey & Turkey Hunting magazine	The nation's #1 turkey hunting pub & website		Half-page ad						
Northern Indiana LAKES Magazine	Official Show Sponsor	YES	Full Page + Coupons	Beach sponsor - free mags for attendees	Yes, in ad	YES			Pre-show Editorial Coverage
Indiana Outdoor News	IN's #1 sportsman's publication		2 half-page ads, 1 full-page ad	free mags for attendees	Yes, in ads	YES			Pre-show Editorial Coverage
Fish & Game Finder Magazine	covers the IN/MI/OH tristate region		1 full-page ad, 1 half-page ad	free mags for attendees	free mags for attendees	YES			Pre-show Editorial Coverage
Ducks Unlimited	Non-profit			seminars & duck call contest	Yes, to members	newsletter & website			
National Wildlife Turkey Federation	Non-profit			seminars	Yes, to members	newsletter & website			
Safari Club International	Non-profit					YES			
Gander Mountain Sports	Official Show Sponsor	YES		In-store poster displays + banner on side of store	12,500 at registers				\$10 Gander Bucks to all attendees + clinics at show
Dick's Sporting Goods	Official Show Sponsor	YES			7,500 at registers				Money-saving discounts to all attendees
Available for Partners					20,000 \$3 coupons, 4,000 VIP tickets, show posters				