



2018 SCTP & SASP MEDIA GUIDE





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The LEADER in Youth Development Shooting Sports Programs

ABOUT SSSF

The Scholastic Shooting Sports Foundation (SSSF) is the leader in Youth Development Shooting Sports Programs. Using a combination of education and athletics, we work to enhance the growth and personal development of student athletes throughout the nation. Through a variety of fun, team-based shooting tournaments in both our Scholastic Clay Target Program (SCTP) and Scholastic Action Shooting Program (SASP), we provide student athletes aged elementary through college with a supportive environment where shooting sports serve as catalysts for teaching life lessons and skills that emphasize positive character traits and citizenship values. Throughout all training, practice and competitions, we continue to instill in our participants a commitment to safe firearm handling, teamwork and leadership.

MISSION STATEMENT

The Scholastic Shooting Sports Foundation is an educational-athletic organization that exists to introduce school-age youths to the shooting sports and to facilitate their continued involvement by providing, promoting, and perpetuating opportunities to safely and enjoyably participate and compete in a high-quality, team-based sport led by trained adult coaches focused on enhancing the personal growth and development of their athletes.

SPONSORSHIP

At the Scholastic Shooting Sports Foundation (SSSF), we believe that today's youth are tomorrow's leaders. Our goal is to introduce youth shooting sports to as many of today's youth as possible, helping them use sports to develop and grow. To assist us in achieving this goal, we need your help. Your Sponsorship of the Scholastic Shooting Sports Foundation, a 501(c)(3) non-profit foundation, will help us to continue to grow both the Scholastic Clay Target Program (SCTP) and the Scholastic Action Shooting Program (SASP).

CONTACTS

Ben Berka

SSSF President & Executive Director
bberka@sssfonline.com
(515) 201-8395

Tom Wondrash

SCTP National Director
twondrash@sssfonline.com
(262) 939-6664

Rick Leach

SASP National Director
rleach@sssfonline.com
(262) 894-4284

TARGET AUDIENCE: YOUNG SHOOTING SPORTS ENTHUSIASTS READY TO BUY!

DOLLARS & SENSE

58.1 MILLION – Estimated number of clay targets shot and rounds fired by SCTP/SASP athletes in 2017 (includes practice, local competitions, state and national championship events, etc.)

\$8.9 MILLION – Dollars estimated to be spent by SCTP/SASP participants & family members on shooting sports equipment, ammunition, firearms, apparel, targets & accessories in the coming year

6.3 MILLION – Number of clay targets thrown during the 2016-17 competition season as recorded by SSSF's SHOT 5 team registration and event management system

PARTICIPANTS

16,136 – Athletes from 45 states make SCTP/SASP the largest youth shooting program in the country

186% – Increase in SCTP participation from 2010 to 2017 (from 5,174 to 14,798 athletes)

73% – Increase in SASP participation from 2013 to 2017 (from 774 to 1338 athletes)

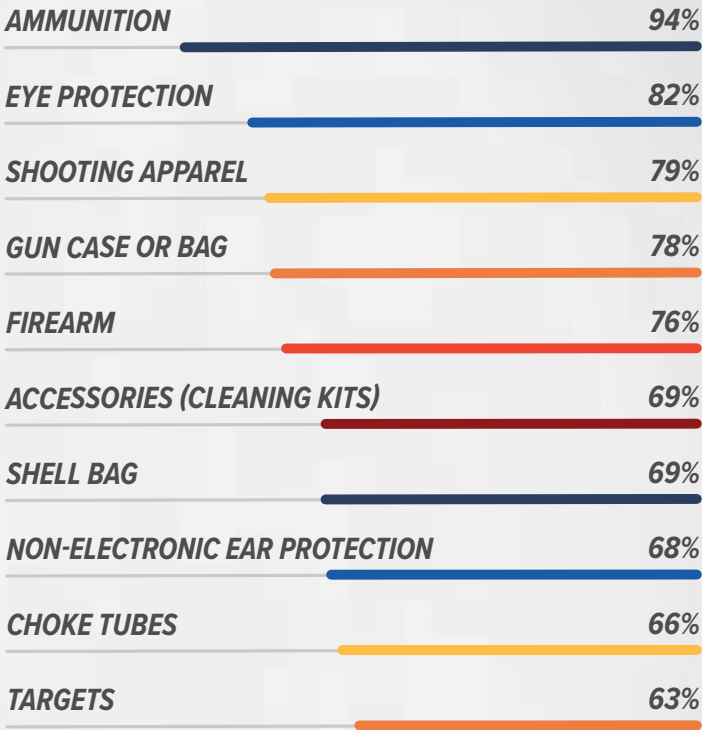
57% – Projected increase in SASP participation from 2017 to 2019 (from 1338 to 2100 athletes)

20% – Projected increase in SCTP participation from 2017 to 2019 (from 14,798 to 17,900 athletes)

TYPE OF SHOTGUN USED BY SCTP PARTICIPANTS



PERCENT OF PARTICIPANTS PURCHASING EQUIPMENT & ACCESSORIES SINCE JOINING SCTP/SASP



WHICH SHOOTING SPORTS DO YOU CURRENTLY PARTICIPATE IN?



AMMO & SHOTGUN BRANDS PURCHASED BY SASP & SCTP

SHOTGUN BRANDS USED BY SCTP PARTICIPANTS



37% - Browning	5% - CZ
29% - Beretta	4% - Krieghoff
28% - Remington	3% - Mossberg
7% - Perazzi	2% - Winchester
6% - Benelli	

SHOTGUN SHELL BRANDS USED BY SCTP PARTICIPANTS



66% - Winchester	19% - Estate
42% - Federal / ATK	14% - Noble Sport
38% - Remington	4% - Kent
38% - Rio	3% - Clever
25% - Fiocchi	5% - Other
22% - Reloads	

AMMUNITION BRANDS USED BY SASP PARTICIPANTS



63% - Winchester	7% - Fiocchi
59% - CCI	4% - Eley
48% - Remington	4% - Hornady
41% - Federal / ATK	4% - PMC
30% - American Eagle	19% - Other
15% - Reloads	

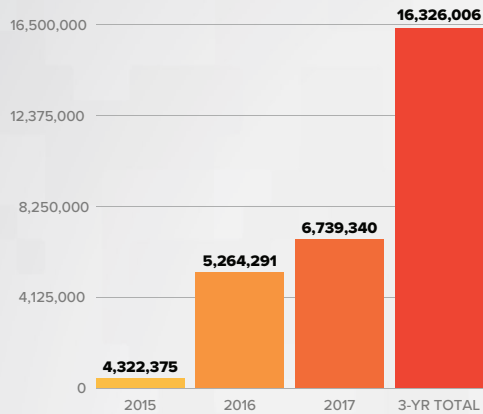
PISTOL BRANDS USED BY SASP PARTICIPANTS



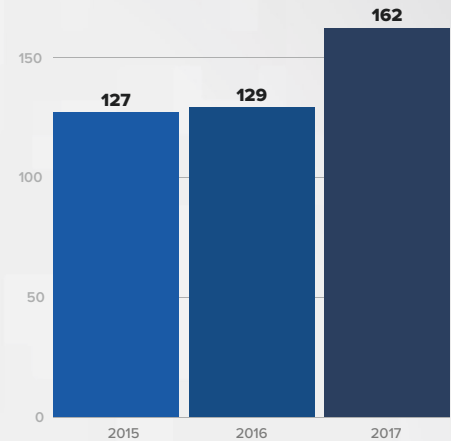
48% - Ruger	11% - Springfield
37% - Smith & Wesson / M & P	11% - Browning
30% - Glock	4% - Remington
15% - Beretta	4% - Other

SCTP & SASP GROWTH FROM 2013 TO PRESENT

SCTP COMPETITION CLAY TARGETS THROWN



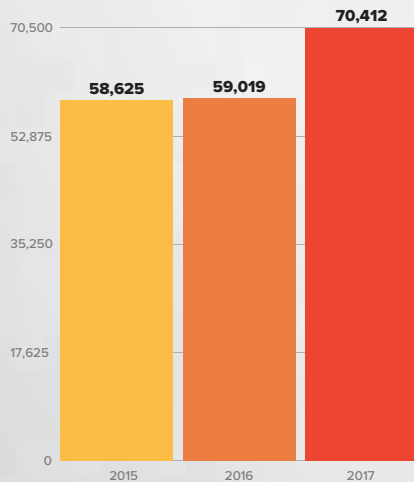
SHOOTING FACILITIES HOSTING SCTP COMPETITION EVENTS



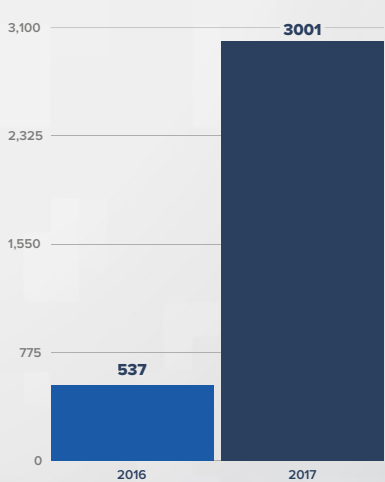
SCHOLARSHIPS AWARDED BY SCHOLASTIC SHOOTING SPORTS



SCTP COMPETITION ENTRIES



SASP COMPETITION ENTRIES



WHAT MANUFACTURERS & VENDORS SAY ABOUT SCTP/SASP

For the benefit of youth, it is singularly the best platform available to bring a year-long, structured program of shooting opportunities that involve individual performance and improvement, while reflecting the importance of team participation and performance and continually striving for excellence. The program offers GLOCK the ability to introduce, market and develop brand loyalty during a particularly important time in a young man's or woman's competitive shooting discovery. The efforts of the Scholastic Shooting Sports Foundation and the Scholastic Action Shooting Program, allow anyone in the industry the ability to contribute to the future of the shooting sports by financially supporting the efforts of a few to support the ambitions of many.

Ed Fitzgerald, Special Projects Manager, GLOCK

Our youngest generation has spent more time online than they have outside. Getting kids engaged with the outdoors is a priority for our agency and shooting sports has proven to be a successful tool for reaching Iowa's youth.

Chuck Gipp, Director for the Iowa Department of Natural Resources

The program is safe, fun, and keeps our teenage, co-ed youths active and engaged. Our parents and sponsors strongly support us teaching youth the safe, responsible enjoyment of shooting sports, and they increased financial support so we can expand our program. We built five new ranges to fully take advantage of the interest!

Eric Tarbox, Scout Executive/ CEO, BOY SCOUTS

WHAT PARENTS ENJOY MOST ABOUT SCTP/SASP

I very much enjoy and am appreciative of the professional instruction my boys are receiving. It's much more so than I am qualified to provide. The quality of the instruction—at least in our club—is outstanding. From a cost perspective, it is very reasonable.

Gregory S., Michigan

I enjoy the opportunity that SCTP gives not only through local tournaments, but also through regional and National tournaments for all age levels through college.

Cherie E., South Carolina

My daughter began shooting SCTP last year and she was introduced to dove hunting because of it. She was very successful with dove hunting, and a month later she shot a cow elk through Arizona's youth draw program. I truly believe that if it wasn't for SCTP clay shooting she would not be a hunter today. I am very proud of her!

James L., Arizona

It teaches marksmanship skills to youth and promotes their participation in hunting and outdoor-related activities.

Matthew C., Tennessee

SCTP/SASP programs involve youths who may never have had an opportunity to learn firearm safety and be involved in being part of a team that promotes teamwork, leadership, responsibility and self-confidence. It is one of the best programs to develop youths into responsible adults and [support] character development that will serve them a lifetime. It also does away with the myth of generation gap and improves the importance of goal setting.

Allen B., Tennessee

SASP SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	SPONSORSHIP BENEFITS
MEMBER \$500	<ul style="list-style-type: none"> • Company listing in Junior/Senior National match program • Listing on www.sssfonline.org with link to sponsor's website • Opportunity to place promotional items in shooter registration bags
BRONZE \$2,500	<ul style="list-style-type: none"> • Company listing in Junior/Senior National match program • Logo on welcome banner that will be used at all state, regional, and national matches • Press release announcing sponsorship • One company supplied banner prominently displayed at the National Championships • Company name/logo on all advertising materials • Listing on www.sssfonline.org with link to sponsor's website • Recognition at the National Championships • Opportunity to place promotional items in shooter registration gift bags
SILVER \$5,000	<ul style="list-style-type: none"> • Everything listed above in Bronze Level plus a quarter-page ad in Junior/Senior National match program • Two company supplied banners prominently displayed at the National Championships
GOLD \$7,500	<ul style="list-style-type: none"> • Everything listed above in Bronze Level plus a half-page ad in Junior/Senior National match program • Three company supplied banners prominently displayed at the National Championships
PLATINUM \$10,000	<ul style="list-style-type: none"> • Everything listed above in Bronze Level plus a full-page ad in Junior/Senior National match program • Four company supplied banners prominently displayed at the National Championships
FOUNDING PARTNER \$20,000 Per Year *3 year commitment	<ul style="list-style-type: none"> • Everything listed above in Platinum Level plus • Inclusion in all press releases • Promoting partnership at every opportunity (Interviews, Conversations, Fundraising Banquets, Facebook, Website, Matches, Awards Ceremonies, Match Safety Officer Meetings, Athlete Shooter Meetings) • Sponsor of the Day during Junior/Senior National Championships

**Each sponsorship includes only one ad size*