



# **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**

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## 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)

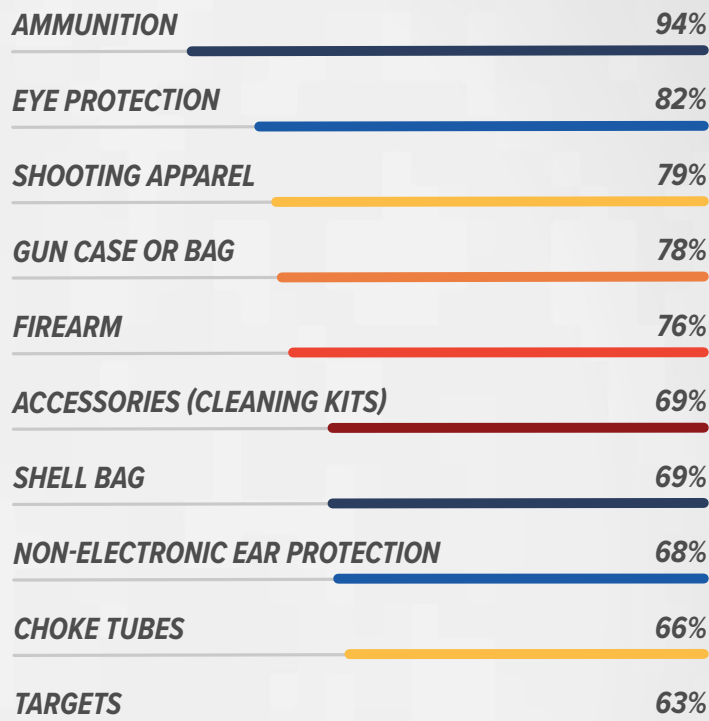
**57%** – Projected increase in SASP participation from 2017 to 2019 (from 1338 to 2100 athletes)

**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

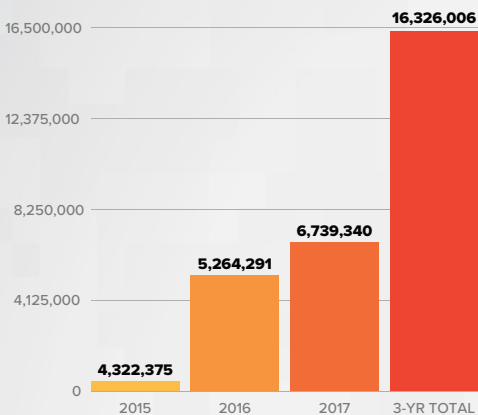
63% - Winchester	7% - Fiocchi
59% - CCI	4% - Eley
48% - Remington	4% - Hornady
41% - Federal / ATK	4% - PMC
30% - American Eagle	19% - Other
15% - Reloads	

### PISTOL BRANDS USED BY SASP PARTICIPANTS

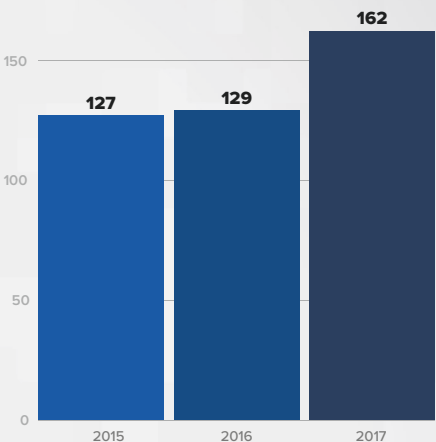
48% - Ruger	11% - Springfield
37% - Smith & Wesson / M & P	11% - Browning
30% - Glock	4% - Remington
15% - Beretta	4% - Other

# SCTP & SASP GROWTH FROM 2013 TO PRESENT

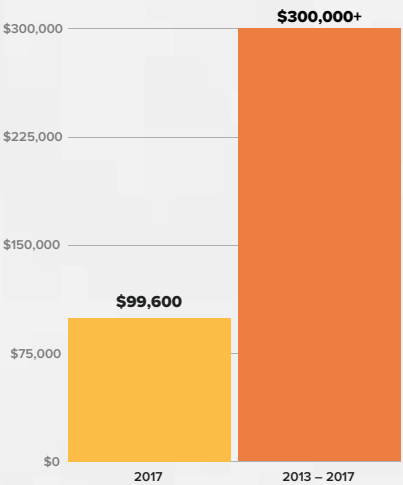
**SCTP COMPETITION CLAY  
TARGETS THROWN**



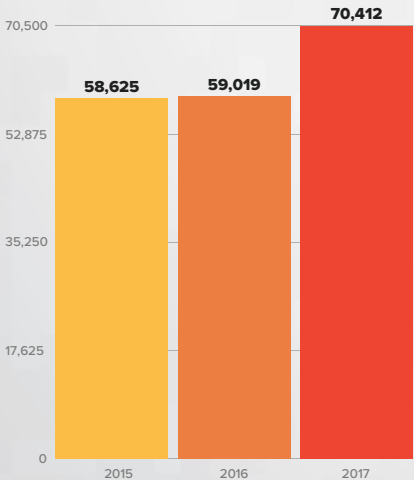
**SHOOTING FACILITIES  
HOSTING SCTP  
COMPETITION EVENTS**



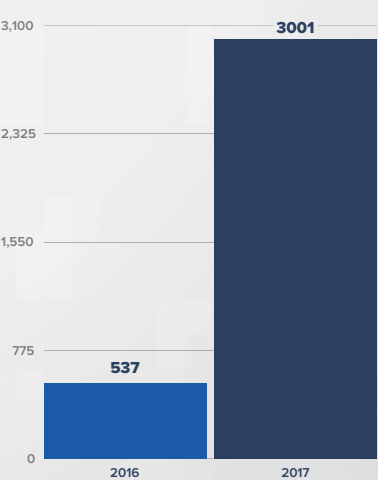
**SCHOLARSHIPS  
AWARDED BY SCHOLASTIC  
SHOOTING SPORTS**



**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*

## SCTP PROGRAM SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	SPONSORSHIP BENEFITS
<b>SUPPORTER</b> \$1+	Name listed in Program Book at Nationals
<b>MEMBER</b> \$500	Name listed on website and in program booklet
<b>BRASS</b> \$1,500	Above with logo and on main banner at Nationals
<b>COPPER</b> \$2,500	Above with one company-supplied banner displayed at Nationals, *business-card-sized ad
<b>BRONZE</b> \$5,000	Above with Logo & link on our website, sponsor of month recognition, *half-page ad
<b>SILVER</b> \$10,000	Above with two company banners, *full-page ad, quarter page in <i>Junior Shooters Magazine</i> , goodie bag
<b>GOLD</b> \$15,000	Above with name/logo on all advertising for both Nationals, *half-page ad in <i>Junior Shooters</i>
<b>PLATINUM</b> \$20,000	Above with *full page in <i>Junior Shooters</i> , two times sponsor of the month, three banners
<b>TITANIUM</b> \$35,000	Above with one shoot naming right, special recognition at both Nationals, special program placement
<b>RED DIAMOND</b> \$50,000+	Company name with all SSSF correspondence, special feature article written about company in <i>Junior Shooters</i> and distributed to all of our coaches, teams & parents Nationwide, Special award named after company to be given at Nationals for HOA, special award from the SSSF

*\*Each sponsorship includes only one ad size*

## SCTP CASH-ONLY SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	SPONSORSHIP BENEFITS
<b>\$500</b>	Opening Ceremonies Groceries or Coach/Advisor Meetings or Scholarship Banquet
<b>\$1,000</b>	Opening ceremonies, Scholarship Banquet, Goodie Bag flyer
<b>\$1,500</b>	Opening ceremonies, Scholarship Banquet, Goodie Bag, Coach/Advisor meetings, main sign
<b>\$2,000</b>	Everything listed above + Field sign on all 3 disciplines (Trap/Skeet/Clays) + Full page in book
<b>\$2,500</b>	Everything above at both National Championships
<b>\$5,000</b>	Everything including link to website on our site
<b>\$10,000</b>	Everything above including Gold Sponsor
<b>\$15,000</b>	Everything above including Platinum Sponsor
<b>\$20,000</b>	Everything above including Titanium Sponsor
<b>\$30,000+</b>	Everything above including RED DIAMOND Sponsor