



COMPETITION[®] ARCHERY MEDIA

2021 SPONSORSHIP GUIDE

www.CompetitionArcheryMedia.com

Connect with Us: @competitionarcherymedia



MESSAGE FROM CAM

As Competition Archery Media (CAM) continues to look for ways to expand the following and influence of competitive archery, we are very excited about 2021. For the 2021 ASA season CAM will be partnering with the Sportsman Channel to bring live coverage to the ASA's Pro Pressure Point Shoot Downs. The Sportsman Channel has 28 million subscribers and another 830,000 followers on Facebook. When we combine these numbers to CAM's growing audience and viewership, we have the potential to reach over 30 million viewers with ASA coverage.

We will also be providing live coverage of USA Archery's indoor national finals and outdoor U.S. Open Finals. USA Archery events will continue to stream on CAM's fast-growing Facebook and YouTube channels, as well as be available to 17 million households through Eleven Sports Network.

Beyond our live broadcasts, CAM will continue with media coverage during qualifications, providing shooter interviews, scoring, and feature videos. We will continue to engage our audiences through podcasts, giveaways and social interaction.

With all the changes and ups and downs to the 2020 archery season, CAM continued to grow audience engagement at a rapid pace. In 2020, CAM covered 8 events and produced a live broadcast for 6 events. CAM streamed 4 ASA shoot downs and 2 USA Archery finals, on YouTube, Facebook and Eleven Sports Network. After the live broadcasts, we broke out each individual match or division finals into stand-alone videos which are still viewed daily on CAM's Facebook page and YouTube channel.

We have a combined 1.9 million views for all of those matches. Through our media coverage, giveaways, podcasts, interviews and feature videos, we had an additional 60.3 million engagements featuring sponsor brands.

CAM could not have provided this quality coverage without the help of all of our 2020 sponsors. As we look towards the growth expected in 2021, we look forward to partnering with you to grow the reach of both the sport and your brand.



Thank You,

Josh Grine
General Manager,
Competition Archery Media

OUR HISTORY, CALLING & COMMITMENT TO ARCHERY

Since I was a teenager, I've always had a passion for sharing and promoting archery to help grow the sport. For the past five to ten years, I've felt a very personal calling to create a team of professionals to bring competitive 3D & Target Archery to hundreds of thousands of archers, archery fans and families.

In 2013, we began to build a media team within Lancaster Archery Supply with the hiring of renown Cinematographer **Silas Crews** and professional Journalist **P.J. Reilly**. Now, with the creation of our newest division – Competition Archery Media (CAM) in 2018 – we have greatly expanded those efforts with the addition of new team members General Manager **Josh Grine**, Director **Jason Will** and Videographer/Editor **Kyle Kovilaritch**, along with other TV and video professionals returning for 2021. We plan to continue bringing competitive archery to the world in true broadcast quality, with new product releases, fascinating podcasts, all of the ASA 3D Pro Am events, plus select USA Archery, NFAA and independent indoor and outdoor 3D & target archery tournaments for 2021. Our ultimate goal is to promote and grow the sport of archery by bringing exciting coverage of live events and stories from the competitive archery world to the millions of people who haven't "discovered" the sport yet. Our sponsors' logos, equipment and Pro Archers have been seen in over 1.9 million times on our CAM social media channels alone in 2020. There is no better way to build momentum and sales for your company than partnering with Competition Archery Media along with Lancaster Archery Supply for 2021.

For 2021, we are excited to announce that CAM has entered into a contract with the Sportsman Channel to broadcast our live coverage of the ASA's Pro Pressure Point Shoot Downs. The Sportsman Channel has 28 million outdoors people as subscribers, and another 830,000 followers on Facebook. When we combine these numbers to CAM's growing audience and viewership, we have the potential to reach 30 million potentially new or existing archers with ASA coverage. This was only possible by investing in the best broadcast professionals, equipment and team members to produce compelling, quality content that will captivate both archers and the general public alike. Please consider joining our efforts by investing in the future of the sport by continuing as, or becoming, a Competition Archery Media sponsor to increase demand for your products. Our aim is to grow your brand and business by featuring you as we work with other leaders to bring the sport of archery into the mainstream as the next "IT" sport for all to enjoy. I want to sincerely thank you for your consideration and support.



Sincerely Yours in Archery,

Rob Kaufhold
Founder and President,
Competition Archery Media (CAM)
& Lancaster Archery Supply, Inc.

PLATINUM

\$24,500

This is CAM's highest-level sponsorship package, providing the greatest company, brand and product exposure for the entire season. The season will include all six ASA tournaments, at least two USA Archery events and independent indoor/outdoor target, 3D or field archery events that CAM produces with live broadcasts or social media coverage for this 2021 competitive archery season – excluding the Lancaster Archery Classic. In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM's media coverage has received 60.3 million impressions.

This extensive, all-inclusive Platinum CAM Sponsor package is delivered via live broadcasts and professionally edited videos that will live in perpetuity on the CAM YouTube channel.

BENEFITS

- ◆ Sponsor's name will be spoken as brought to you by CAM announcer during the associated day or division of the ASA Pro Pressure Shoot Down, and during the finals of any other competition CAM covers.
- ◆ Sponsor's logo will be displayed on the CAM interview booth backdrop seen during all broadcasts.
- ◆ Sponsor is entitled to **(1) 15-30-second** commercial per event; commercial must be provided by sponsor.
- ◆ Sponsor's logo will appear on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ **Large** sponsor logo will be displayed on the official CAM Scoreboard.
- ◆ Sponsor's logo will be displayed on the CAM trailer and CAM golf cart traveling to events throughout the year.

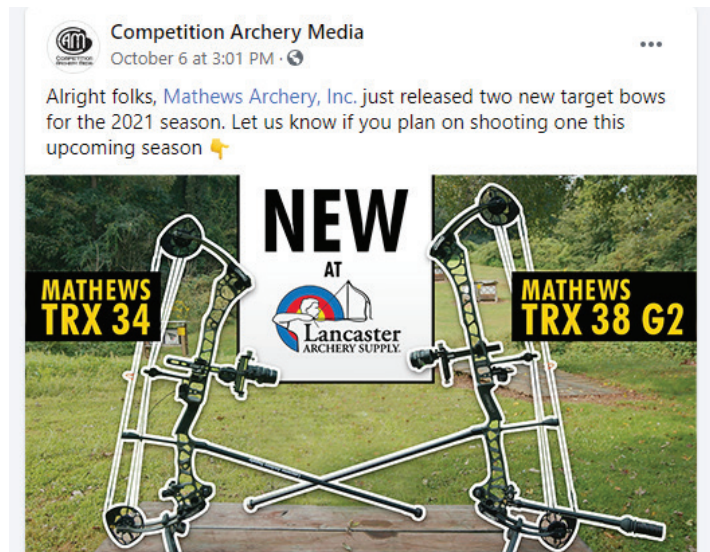
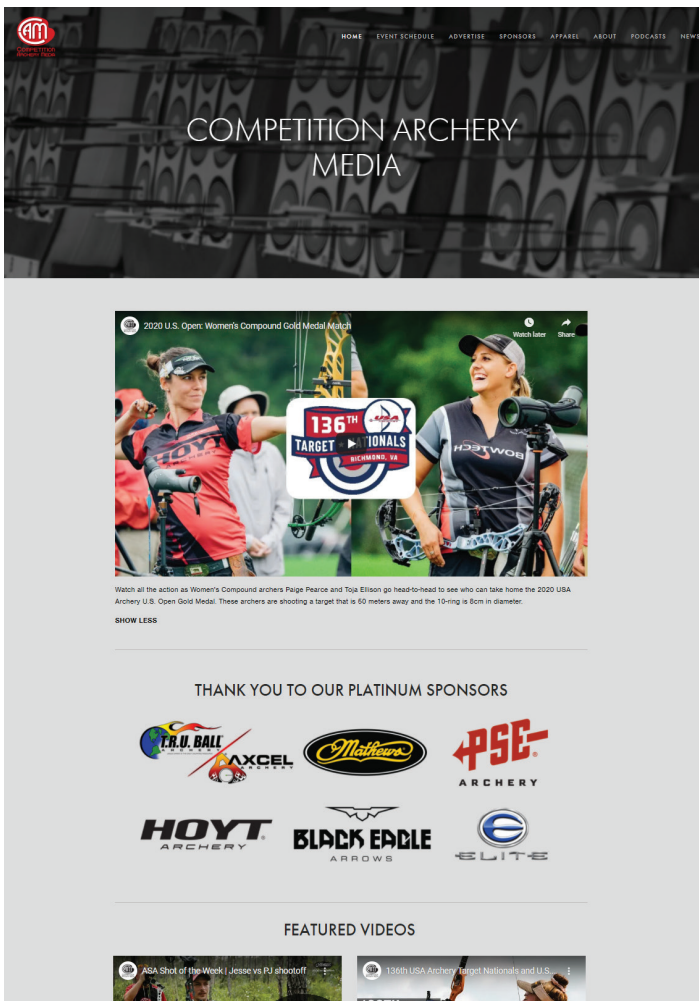
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PLATINUM

BENEFITS (CONTINUED)

- ◆ Sponsors will have a **large** logo graphic displayed directly below the main video on the homepage of CAM's website: CompetitionArcherMedia.com.
- ◆ Sponsors will have a **large** logo graphic displayed on CAM's website on the Sponsors page of CompetitionArcherMedia.com. The logo will link to sponsor's website.
- ◆ Sponsor's logo will appear prominently in 2021 on CAM's Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.
- ◆ Sponsor's product will be featured in **(2)** CAM-promoted product giveaways.
- ◆ Sponsor's product will be featured in **up to (4)** press releases or gear reviews provided by the sponsor.
- ◆ Sponsor's pro archer and/or factory representative will be featured in **up to (4)** blog articles, video interviews, or podcasts produced by CAM.
- ◆ **Unlimited** access to high-res images created by the CAM photography team via SmugMug.
- ◆ See page 9 for exclusive Live Scoring Feed add-on sponsorship; limited to one Platinum sponsor.



GOLD

\$14,000

This is an extremely effective advertising package that provides most of the features of the Platinum Package. It gives sponsors an exceptionally high level of company, brand and product exposure for the entire slate of events CAM will cover in 2021 – excluding the Lancaster Archery Classic. In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM's media coverage has received 60.3 million impressions.

This extensive, all-inclusive Gold CAM Sponsor package is delivered via live broadcasts and professionally edited videos that will live in perpetuity on the CAM YouTube channel.

BENEFITS

- ◆ Sponsor's logo will be displayed on CAM commentator backdrop seen during broadcasts.
- ◆ Sponsor's logo will appear on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ **Medium** sponsor logo will be displayed on the official CAM Scoreboard.
- ◆ Sponsor's logo will be displayed on the CAM trailer and CAM golf cart traveling to events throughout the year.
- ◆ Sponsor's logo will be displayed on CAM's website on the Sponsors page of CompetitionArcherMedia.com. The logo will link to sponsor's website.
- ◆ Sponsor's logo will appear prominently in 2021 on CAM's Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.
- ◆ Sponsor's product will be featured in **(1)** CAM-promoted product giveaways.
- ◆ Sponsor's product will be featured in **up to (2)** press releases or gear reviews provided by the sponsor.
- ◆ Sponsor's pro archer and/or factory representative will be featured in **up to (2)** blog articles, video interviews, or podcasts produced by CAM.
- ◆ **Unlimited** access to high-res images created by the CAM photography team via SmugMug.
- ◆ Video coverage of Sponsor's brand images, booth, archers, staff and equipment through the course of overall ASA event coverage.



SILVER

\$10,000

This is an extremely effective advertising package that provides most of the features of the Platinum and Gold packages. It gives sponsors an exceptionally high level of company, brand and product exposure for the entire slate of events CAM will cover in 2021 – excluding the Lancaster Archery Classic. In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM’s media coverage has received 60.3 million impressions.

This extensive, all-inclusive Silver CAM Sponsor package is delivered via live broadcasts and professionally edited videos that will live in perpetuity on the CAM YouTube channel.

BENEFITS

- ◆ Sponsor’s logo will be displayed on CAM commentator backdrop seen during broadcasts.
- ◆ Sponsor’s logo will be displayed on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ Sponsor logo will be displayed on the official CAM Scoreboard.
- ◆ Sponsor’s logo will be displayed on CAM’s website on the Sponsors page of CompetitionArcheryMedia.com. The logo will link to sponsor’s website.
- ◆ Sponsor’s logo will appear prominently in 2021 on CAM’s Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.
- ◆ **Unlimited** access to high-res images created by the CAM photography team via SmugMug.
- ◆ Video coverage of Sponsor’s brand images, booth, archers, staff and equipment through the course of overall ASA event coverage.



BRONZE

\$7,500

This is an affordable, yet effective advertising package that provides many of the features of the other packages. It gives sponsors a high level of company, brand and product exposure for the entire slate of events CAM will cover in 2021 – excluding the Lancaster Archery Classic. In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM’s media coverage has received 60.3 million impressions.

This extensive, all-inclusive package is delivered via live broadcasts and professionally edited videos that will live in perpetuity on the CAM YouTube channel.

BENEFITS

- ◆ Sponsor’s logo will be displayed on CAM commentator backdrop seen during broadcasts.
- ◆ Sponsor’s logo will be displayed on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ Sponsor logo will be displayed on the official CAM Scoreboard.
- ◆ Event coverage will include (1) full-screen ad to appear in a group with other advertisers, featuring voice-over content. Graphic and voice-over will be produced by CAM.
- ◆ Small sponsor’s logo will be displayed on CAM’s website on the Sponsors page of CompetitionArcheryMedia.com. The logo will link to sponsor’s website.
- ◆ Sponsor’s logo will appear prominently in 2021 on CAM’s Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.
- ◆ **Unlimited** access to high-res images created by the CAM photography team via SmugMug.



LIVE SCORING FEED

This exclusive sponsorship is available to **one** Platinum Sponsor.

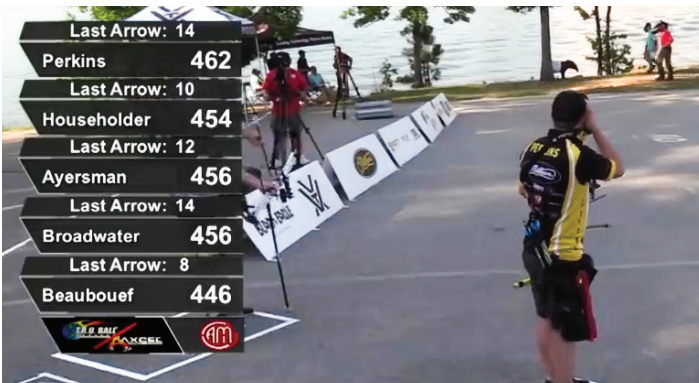
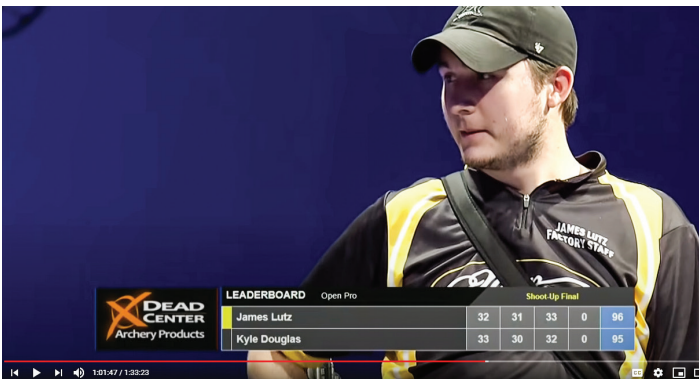
\$6,000
(1 AVAILABLE)

Sponsor's logo will be prominently displayed on the live scoring feed for the entire slate of events CAM will cover in 2021.

In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM's media coverage has received 60.3 million impressions.

BENEFITS

- ◆ Sponsor's logo will appear on the on-screen live scoring graphic during each event broadcast. All ASA videos will be broadcast on the Sportsman Channel featuring 28 million subscribers.
- ◆ Sponsor's logo will appear prominently on the live scoring feed and displayed on the on-field 8 ft. x 13 ft. LED wall during qualifications and broadcasts for each event.
- ◆ Sponsor's logo will appear on a wrap around the on-field 8 ft. x 13 ft. LED wall during events.
- ◆ Sponsor's logo will appear on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ Sponsor's logo will be displayed on CAM's website on the Sponsors page. The logo will directly link to sponsor's page.
- ◆ Sponsor's logo will appear prominently in 2021 on CAM's Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.



LOGO PACKAGE

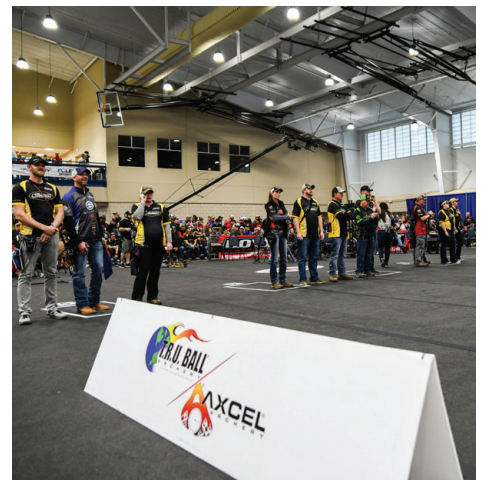
\$5,000

This is an affordable, yet very effective advertising package that will garner attention for sponsors' brands and company, and earn acknowledgment of these sponsors as influential partners on the competitive archery scene. It gives sponsors a high level of company, brand and product exposure for the entire slate of events CAM will cover in 2021. In 2021, all ASA finals video coverage will be broadcast live on the Sportsman Channel, which has 28 million subscribers, and on both the Sportsman Channel and CAM Facebook pages, which combined have over 900,000 followers. Broadcast footage is then posted and viewed forever. In 2020 alone, CAM's media coverage has received 60.3 million impressions.

This extensive package is delivered via live broadcasts and professionally edited videos that will live in perpetuity on the CAM YouTube channel.

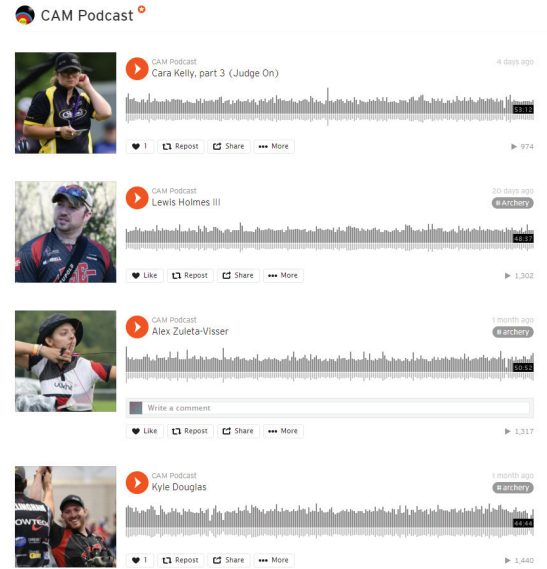
BENEFITS

- ◆ Small sponsor's logo will appear on the CAM video commentator backdrop seen during broadcasts.
- ◆ Sponsor's logo will appear on a wrap around the on-field 8 ft. x 13 ft. LED wall during events.
- ◆ Sponsor's logo will appear on CAM A-frame placards set on fields of play for finals broadcasts – as permitted by event organizers. A-frames to be created by CAM with graphics supplied by sponsor.
- ◆ Sponsor's logo will be displayed on CAM's website on the Sponsors page. The logo will directly link to sponsor's page.
- ◆ Sponsor's logo will appear prominently in 2021 on CAM's Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts.



A LA CARTE OPPORTUNITIES

CAM 2021 Event Highlights Reel Sponsor and shared on all CAM social media	\$5,000 per season
CAM podcast title sponsor for 2021	\$5,000 per season
Sponsor's logo displayed on CAM shirts worn by CAM video team members at events for the 2021 season (4 Available)	\$1,000 per season
PJ's "Shot of the Week" Sponsorship - 284k views and counting	\$1,000 per event \$4,000 per season
"Top Shot Replay" Sponsorship	\$1,000 per season
"On the Range" Feature Sponsorship: Mic up/film/edit top Pro Archers on course - 112k views and counting	\$1,000 per event \$4,000 per season
Sponsor the Amateur Feature weekend recap video on Facebook - 40k views and counting	\$1,000 per season
Sponsor the ASA weekend recap video on Facebook - 86k views and counting	\$1,000 per season



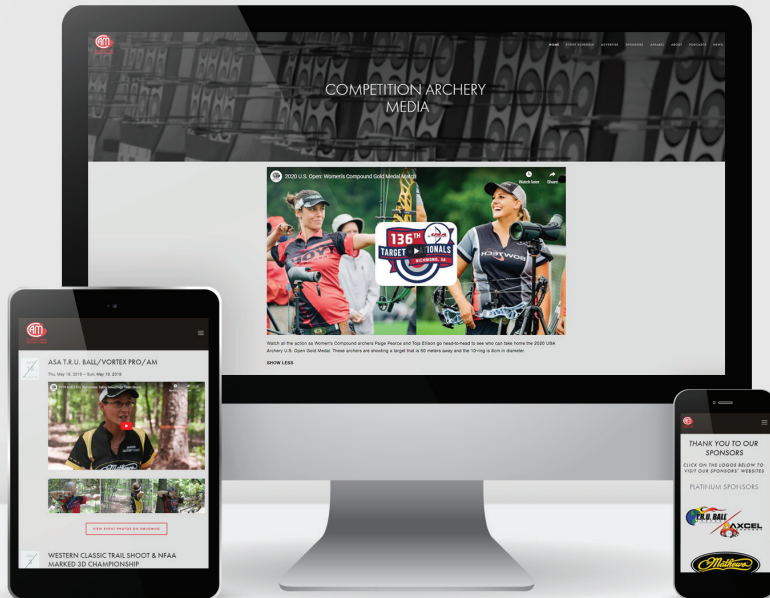
SPONSORSHIPS AT A GLANCE

	Platinum \$24,500	Gold \$14,000	Silver \$10,000	Bronze \$7,500	Live Scoring Feed \$6,000	Logo Package \$5,000
Sponsor's logo on CAM interview booth backdrop during broadcasts	◆					
Sponsor's logo on CAM commentator backdrop during broadcasts		◆	◆	◆	◆	◆
Live Scoring Sponsorship - Sponsor's logo will be prominently displayed on the live scoring feed for the entire slate of events CAM will cover in 2021. Available to one Platinum Sponsorship	Add-on Option				◆	
Sponsor's logo will appear on a wrap around the on-field 8 ft. x 13 ft. LED wall during events					◆	◆
Sponsor's logo on CAM A-frame placards set on fields of play for finals broadcast - as permitted by event organizers	◆	◆	◆	◆	◆	◆
Sponsor's logo will be displayed on the CAM trailer and CAM golf cart traveling to events throughout the year	◆					
Sponsor's logo will be displayed on the official CAM Scoreboard	Large	Medium	Small	Small		
Sponsor's logo on CompetitionArcheryMedia.com with hyperlink to Sponsor's website	Extra Large	Large	Medium	Small	Small	Small
Sponsor's logo will appear prominently in 2021 on CAM's Facebook and Instagram pages, from which content is shared to the Lancaster Archery Supply Facebook page, which combined are followed by over 300,000 archery enthusiasts	◆	◆	◆	◆	◆	◆
Sponsor is entitled to one 15 to 30-second commercials per event; must be provided by sponsor	◆					
Sponsor's product featured in CAM-promoted product giveaways	2	1				
Free access to high-res images photographed by the CAM team via SmugMug	Unlimited	Unlimited	Unlimited	Unlimited		
Video coverage of sponsor's brand images, booth, archers, staff and equipment through the course of overall event coverage	◆	◆	◆			
Sponsor's product featured in press releases or gear reviews	Up to 4	Up to 2				
Sponsor's pro archer and/or factory representative will be featured in blog articles, video interviews or podcasts	Up to 4	Up to 2				
Sponsor's name will be spoken as "brought to you" by CAM announcer during the ASA Pro Pressure Shoot Down and during the finals of any other competition CAM covers	◆					
Sponsor will be entitled to a read in during the CAM broadcast	◆					

For additional advertising opportunities, please contact **Josh Grine** at JGrine@lancasterarchery.com or **Rob Kaufhold** at RobK@lancasterarchery.com.

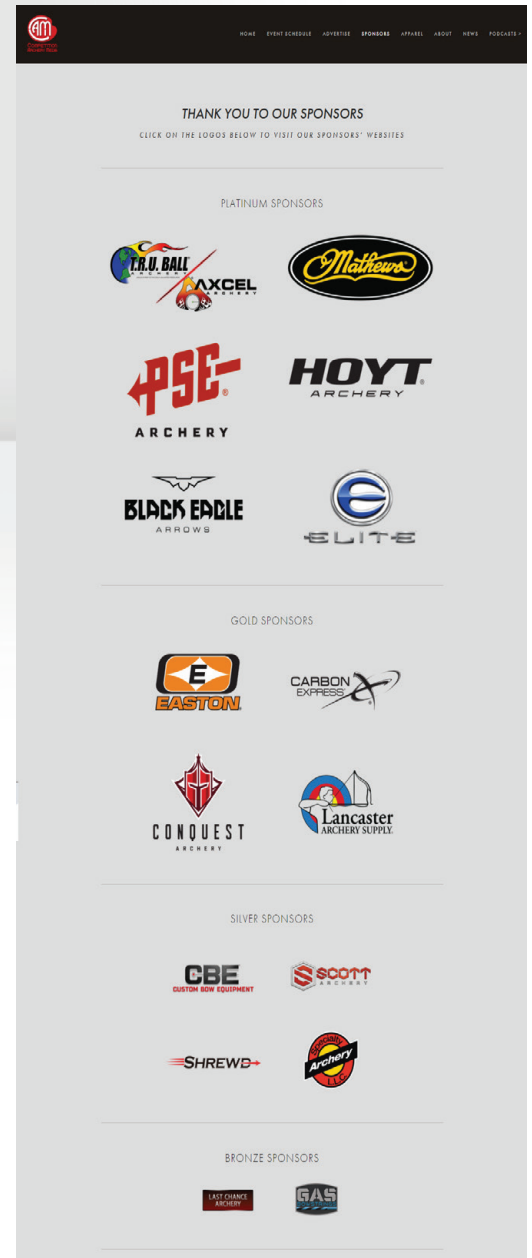
COMPETITIONARCHERYMEDIA.COM

Visit CompetitionArcherMedia.com along with the CAM Facebook and Instagram pages to see all of the coverage CAM has produced since 2018 as well as the exposure given to sponsors.



SITE FEATURES

- ◆ The **homepage** features Platinum Sponsor logos displayed largely and directly beneath the main video player.
- ◆ All sponsor logos are displayed on the **homepage**. Size and placement are determined by sponsorship level.
- ◆ The **Event Schedule** page will feature the 2021 schedule when finalized as well as video playlists and photos from all previous CAM broadcasts.
- ◆ The **Sponsors** page features all of the sponsor logos that directly link to the sponsor's website (2020 sponsors shown in image to the right).
- ◆ The **News** page includes scoring that updates live during an event.
- ◆ All CAM social media accounts are linked in the website footer.





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