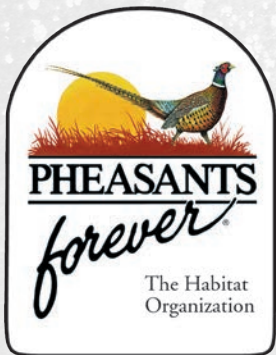




PHOTO BY TANNER SWANK



# 2020

*Editorial Calendar*  
with Advertising & Partner Opportunities





## HABITAT CONSERVATION

In addition to benefitting wildlife, Pheasants Forever and Quail Forever habitat conservation projects provide water, soil and air quality benefits.

**18+**  
**MILLION**

**Historical Acres  
Improved**

**540**  
**THOUSAND**

**Historical Habitat  
Projects**

**11**  
**THOUSAND**

**Wildlife Habitat  
Projects in 2018**

**\$867**  
**MILLION**

**Historical Habitat &  
Education Program  
Expenditures**

**197,498 Acres &  
1,565 Land Acquisitions since 1982**

Pheasants Forever and Quail Forever chapters put a priority on acquiring lands for public use. Land acquisition projects are completed in conjunction with local, state, and federal natural resource agencies and projects are opened to the public for hunting.



## No Child Left Indoors

Pheasants Forever and Quail Forever's No Child Left Indoors Initiative is dedicated to working with members, chapters and our conservation partners to provide opportunities for youth and their families to share our outdoor traditions and develop a conservation ethic.

- 17,000 youth members
- 4,000 annual events with over 400,000 participants:
  - » Youth mentored hunts
  - » Forever Shooting Sports program
  - » Youth habitat projects
- National Youth Leadership Council
- Student-led chapters

## Our Mission:

Pheasants Forever & Quail Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.

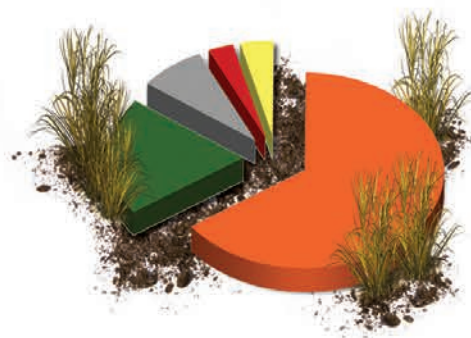
Our habitat mission leads to more wild birds during hunting season, creates public lands for all Americans, generates critical habitat for pollinators and monarch butterflies, improves water quality and protects soil.



Over  
**145,000**  
Members!

**127,000** + - PF  
**18,000** + - QF

- **12,500** Ringnecks (Ages:17 & Under)
- **2,000** Whistlers (Ages:17 & Under)



### Program Expenditures

- 63% Habitat Improvement
- 24% Land Acquisition
- 7% Public Awareness
- 5% Conservation Education & Youth Programs
- 1% Habitat Equipment



Pheasants Forever was formed by a group of hunters, and participation in hunting spurs the volunteer spirit of many PF & QF members to help conserve the resources that allow them to enjoy their favorite outdoor activities.

We are proud to represent the largest community of upland hunters, bird dog owners and wildlife habitat conservationists in North America. Bringing all of our channels together, we reach a passionate upland audience.

### Key Demographics:

Mean household income is **\$138,000** (65% are more likely to buy a product from a company who sponsors or advertises with the organization)



**61%** own or lease land for hunting  
**63%** plan to work on a habitat project



**79%** own at least one dog



**36%** own an ATV



**61%** travel to hunt out of state  
**84%** own a pickup truck





We build lasting relationships with the largest upland audience in the world through custom integrated sponsorships. We are experts at building custom programs that launch products and build brands. Exciting opportunities await companies like yours. Let Pheasants Forever and Quail Forever help you make the most of your advertising and partnership investment.

**Our 360 Integrated Marketing solutions** cover the entire buying cycle, from discovery to purchase to repeat customer. Every medium is utilized – our journals (magazines), live events, digital, social and more – in an integrated, consistent marketing and branding strategy. Your brand will be presented at all points of consumer contact.



*Spring Issue – 2020* (MAILS EARLY FEBRUARY)

## THE HABITAT FOREVER ISSUE



**FOCUS: Upland Habitat – Creating It, Celebrating It.** Pheasants Forever is “The Habitat Organization.” Everything we do every day comes down to conserving it and creating more of it. Here are stories of how PF is doing just that, along with the how-to members crave for doing more habitat projects and work on their own.

### *Editorial Highlights*

- How to Create the Ultimate Back Forty
- Pint-Sized Pollinator Plots
- Why Good Soil Health Means More Pheasants
- Big Game that Benefits from Good Upland Habitat
- Meet Habitat Forever
- Pheasants Don’t Grow in Trees
- Trick Out Your Tractor
- Pheasants Forever and Sage Grouse
- Precision Ag Focus at South Dakota State University

*Summer Issue – 2020* (MAILS EARLY MAY)

## THE BIRD DOG ISSUE



**FOCUS: For the Love of Bird Dogs.** In what has become a much-anticipated annual tradition, The Bird Dogs Issue returns in 2020 – a celebration of those beloved creatures that bring us full circle, tying family and hunting to habitat. This issue will be packed with bird dog how-to as well as essays exploring how our canine companions change our lives.

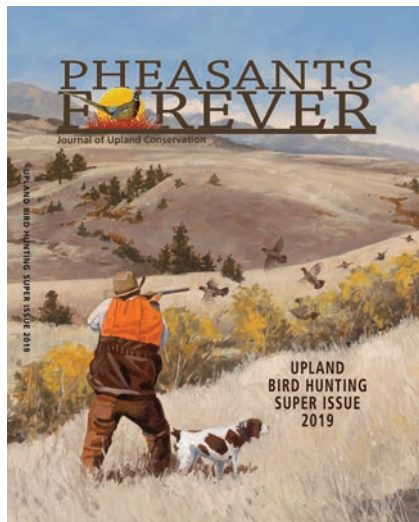
### *Editorial Highlights*

- Whoa Training Your Dog
- Cleanup Duty: Teach Your Dog to Hunt Cripples, Hunt Dead
- Forget Training Sessions: The Train-As-You-Go Plan
- Dog Gear Review: What’s New, What’s Essential
- Clubbing It: All Your Dog Club Options
- Magnificent Machine: Anatomy of a Bird Dog’s Nose
- Five Bird Dog Breeds You Don’t Know (Much) About
- Carry These Kits, Save Your Dog: Field Kit, Truck Kit
- Myth Busters



[www.PheasantsForever.org](http://www.PheasantsForever.org)





**FOCUS: Where, How and Why.** Pheasants Forever and Quail Forever members hunt gamebirds far beyond our target species. The world's biggest (by pages and by circulation) upland-only publication is back for 2020 with fresh looks at where-to and how-to, plus those "why we do it" essays and "huntin' stories" that have defined the Super Issue since its inception.

## *Editorial Highlights*

- Big Game Bird: Chukar How-To and Where-To
- Quail Hunting California
- Sharptail Sojourn on the South Dakota Prairie
- Uplanding It in Canada: Pheasants, Huns, Sharptails
- Tales from the Tallgrass: A Pheasant Road Trip
- Bobs and Blues on the Edge of Winter
- Smart Start: 5 Hunt Ideas for First-Timers
- Trick Out Your Truck for Upland Adventure
- Alpine Ptarmigan
- Upland Hunt Planner 2020
- Plus, the 2020 Shotgun Showcase!



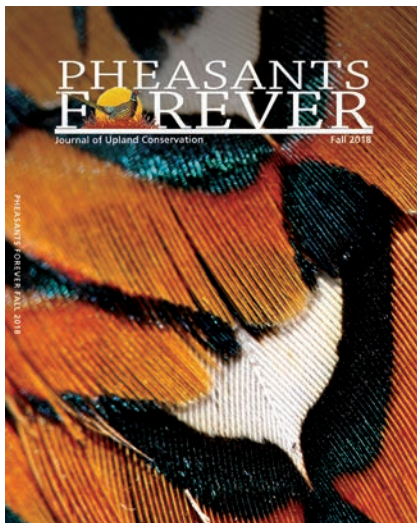
**NOTE:** This special issue is delivered to every Pheasants Forever and Quail Forever member, making it the **largest bird hunting publication focused on America's uplands.**





*Fall Issue – 2020* (MAILS EARLY OCTOBER)

## THE DO-IT-YOURSELF ISSUE



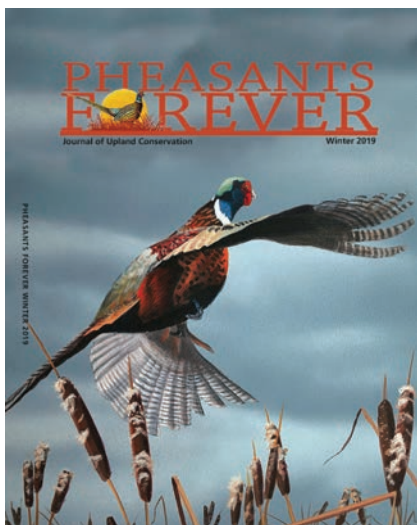
**FOCUS: Getting It Done On Your Own.** Pheasants Forever members are hands-on, I'll-tackle-that-myself sort of people. From habitat work to handy projects to cleaning and cooking game to planning and conducting a hunt, members derive great satisfaction out of starting and finishing a job. We're here to instruct and inspire.

### *Editorial Highlights*

- Land Acquisition Step-by-Step
- 5 Must-Have Habitat Implements
- 27 Upland Hacks from Those Who Know Best: Members
- Cooking Features
- 3 Ways to Get Involved with PF
- Reloading with Nontoxic Shot
- Best Bird Dog Cribs
- Food Plot Planner: 3 Options, How to Do Them Right

*Winter Issue – 2020* (MAILS EARLY DECEMBER)

## EVERYBODY'S PF



**Focus: Engaging the Next and the New.** If we as a collective conservation community are going to survive, it's going to take a concerted, comprehensive effort to recruit and involve demographics that go well beyond the traditional profile of who's a hunter and conservationist. Here's what PF is doing ... successes, challenges, and how every member can and must help.

### *Editorial Highlights*

- PF Heroes of Conservation
- New Hunters: Adult Onset, Women, Youth
- Urban Chapters: A New PF Model
- College Chapters: Building the Future
- Legendary: 3 Womens Chapters Making Their Mark
- Bird Camp: Building New Traditions
- Priorities: Education and Outreach at PF
- The Many Faces of Pheasant Fest



[www.PheasantsForever.org](http://www.PheasantsForever.org)



## Rates & Ad Specs

# PHEASANTS FOREVER

<b>Full Page</b> 8.375" x 10.5" (add .125" bleed)	<b>2/3 Page</b> 4.625" x 9.5"	<b>1/3 Page (V)</b> 2.25" x 9.5"
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<b>1/6 Page (H)</b> 5" x 2.25"	<b>1/3 Page (H)</b> 5" x 4.625"	<b>1/6 Page (V)</b> 2.25" x 4.65"
<b>1/2 Page (V)</b> 4.625" x 7.125"	<b>1/2 Page (H)</b> 7.375" x 4.75"	

\*Minimum ad size is 1/6 page

Up to 120,000 adult dues-paying members of Pheasants Forever receive each issue

With "pass along" readership of 2.5; each issue generates 300,000 unique impressions!



Covers			
	1X	3X	5X
Cover 2 & 3	\$6650	\$6300	\$5930
Cover 4	\$7030	\$6760	\$6430

	Color		
	1X	3X	5X
Full Page	\$5900	\$5580	\$5090
2/3	\$4980	\$4650	\$4340
1/2*	\$4270	\$3660	\$3400
1/3	\$3190	\$3010	\$2700
1/6	\$1460	\$1240	\$1030
*1/2 Page Island add 10%			

## TERMS

Invoices net 30 days on approved credit. All others cash with copy, 2% discount for cash. **Cancellations cannot be accepted after closing date.** All copy and photos are subject to approval. Pheasants Forever, Inc. reserves the right to refuse material not consistent with publisher's quality standards.

Buy Quail Forever Journal of same issue and **receive a 15% discount.**

Issue	Ad Space Close	Materials Due*	Mail Date
Spring 2020	11/13/2019	11/27/2019	1/27/2020
Summer 2020	3/4/2020	3/18/2020	5/4/2020
*SUPER ISSUE 2020	5/27/2020	6/17/2020	8/3/2020
Fall 2020	8/5/2020	8/19/2020	10/5/2020
Winter 2020	10/6/2020	10/20/2020	12/2/2020

## File Submission

- Mail CD/DVD to: Pheasants Forever, Attn: Magazine Department  
1783 Buerkle Circle, Saint Paul, MN 55110
- Email: [gcliff@pheasantsforever.org](mailto:gcliff@pheasantsforever.org) (25 MB max)

\*Send files as press quality pdfs (300 dpi CMYK color mode)

## Web Ad File Specification

- Accepted Formats: JPG, PNG, GIF (no animated GIFs or flash files)
- File Size: 120KB or less – files that do not adhere to the dimensions listed will not be accepted
- URL Links: All ads will be linked to a live and appropriate message-related URL. Ads with broken or inactive URLs will be removed



## Spring Issue - 2020 (MAILS LATE FEBRUARY)

## THE QUAIL ISSUE



**FOCUS: An in-depth look at our six native quail species:** What they are, where they live, how to hunt them, and what Quail Forever is doing to conserve them and ensure they'll always be here for us.

### *Editorial Highlights*

- The Biology of the "Super Covey"
- Cooking Local: Six Species, Six Recipes with Local Flair
- Different Regions, Same Mission
- Specialized Gear, Techniques and Tactics
- Debunking Quail Myths
- Evolution Explained: Topknots and Other Quail Mysteries
- Quail Freaks: What Drives These Quail-Hunting Obsessives

## Summer Issue - 2020 (MAILS LATE MAY)

## THE BIRD DOG ISSUE



**FOCUS: Quail hunters love their canine companions,** and in what has become a much-anticipated annual tradition, the Bird Dogs issue returns in 2020 with a celebration of everything that makes our unique bond with our bird dogs so important, so enjoyable, and so vital to our lives.

### *Editorial Highlights*

- Snake-Breaking: The How, When, and Why
- Hunt Dead: Teaching Your Dog to Find Downed Birds
- Whoa Means Whoa: The Most Important Command
- A Beginner's Guide to Pointing Dog Games
- Pros Versus Joes: DIY or Send Fido to the Pro?
- Where's the Point? Hunting Quail with Flushers
- Mean Seeds: A Hunter's Guide to Avoiding Grass Awns
- The Latest and Greatest New Dog Gear
- Force-Fetch: Do You Need It?



[www.QuailForever.org](http://www.QuailForever.org)





**FOCUS: Where, How and Why.** Pheasants Forever and Quail Forever members hunt gamebirds far beyond our target species. The world's biggest (by pages and by circulation) upland-only publication is back for 2020 with fresh looks at where-to and how-to, plus those "why we do it" essays and "huntin' stories" that have defined the Super Issue since its inception.

## *Editorial Highlights*

- Big Game Bird: Chukar How-To and Where-To
- Quail Hunting California
- Sharptail Sojourn on the South Dakota Prairie
- Uplanding It in Canada: Pheasants, Huns, Sharptails
- Tales from the Tallgrass: A Pheasant Road Trip
- Bobs and Blues on the Edge of Winter
- Smart Start: 5 Hunt Ideas for First-Timers
- Trick Out Your Truck for Upland Adventure
- Alpine Ptarmigan
- Upland Hunt Planner 2020
- Plus, the 2020 Shotgun Showcase!



**NOTE:** This special issue is delivered to every Pheasants Forever and Quail Forever member, making it the **largest bird hunting publication focused on America's uplands.**





*Fall Issue – 2020* (MAILS LATE AUGUST)

## THE STORYTELLERS ISSUE



**Focus: “Best of all he loved the fall” wrote Hemingway,** and this issue is a celebration of the endless autumn we all dream about, and the timeless traditions and ancient wonders of the hunt. This issue is all about evoking the experience, and what moves us to pursue our passions. This is one to curl up by the fire with and get lost in the moment.

### *Editorial Highlights*

- To Pick a Single Bird: Challenges of the Covey Flush
- Timeless Traditions: Quail Camp
- Coming into the Fold: On Becoming a New Quail Hunter
- Finding Redemption in Defeat
- Birds of a Feather: Sister Cities Bound by Quail Culture
- Quail Americana: Quail Hunting Through the Ages
- Dispatches from Quail Country

*Winter Issue – 2021* (MAILS MID-NOVEMBER)

## THE INFLUENCERS ISSUE



**Focus: From habitat work to advocacy, upland research to dog training, social-media influencers to chefs, researchers to habitat volunteers, who are the folks moving the needle for quail?** This issue is an in-depth look at the movers and shakers who are making waves in the upland world. Celebrities, chefs, dog trainers, scientists, researchers, conservation warriors, volunteers, writers – if they’re making a positive influence, this is their issue.

### *Editorial Highlights*

- QF Chapter Heroes
- The Public-Land Advocates
- The History of the Farm Bill Biologist Program
- The Dog Whisperers
- Unlocking the Puzzle: Quail Researchers
- The Habitat Warriors
- Landowners with a Vision



[www.QuailForever.org](http://www.QuailForever.org)



## Rates & Ad Specs

# QUAIL FOREVER

<b>Full Page</b> 9" x 10.875" (add .125" bleed)	<b>2/3 Page</b> 5.25" x 9.5"	<b>1/3 Page</b> (V) 2.5" x 9.5"
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\*Minimum ad size is 1/6 page

<b>1/6 Page</b> (H) 5" x 2.5"	<b>1/3 Page</b> (H) 5.25" x 5"	<b>1/6 Page</b> (V) 2.5" x 5"
<b>1/2 Page</b> (V) 5" x 8"	<b>1/2 Page</b> (H) 8" x 5"	



Covers			Color		
	1X	4X		1X	4X
Cover 2 & 3	\$2695	\$2420	Full Page	\$2145	\$1960
Cover 4	\$3025	\$2750	2/3	\$1760	\$1610
			1/2*	\$1400	\$1265
			1/3	\$1070	\$980
			1/6	\$715	\$655
			*1/2 Page Island add 10%		

### TERMS

Invoices net 30 days on approved credit. All others cash with copy, 2% discount for cash. **Cancellations cannot be accepted after closing date.** All copy and photos are subject to approval. Pheasants Forever, Inc. reserves the right to refuse material not consistent with publisher's quality standards.

Up to 16,000 adult dues-paying members of Quail Forever receive each issue  
 With "pass along" readership of 2.5; each issue generates 40,000 unique impressions!

Issue	Ad Space Close	Materials Due*	Mail Date
Spring 2020	12/23/2019	1/6/2020	2/24/2020
Summer 2020	3/31/2020	4/14/2020	5/27/2020
*SUPER ISSUE 2020	5/27/2020	6/17/2020	8/3/2020
Fall 2020	7/7/2020	7/21/2020	8/31/2020
Winter 2020	9/18/2020	10/2/2020	11/16/2020

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1783 Buerkle Circle, Saint Paul, MN 55110
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\*Send files as press quality pdfs (300 dpi CMYK color mode)

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- File Size: 120KB or less – files that do not adhere to the dimensions listed will not be accepted
- URL Links: All ads will be linked to a live and appropriate message-related URL. Ads with broken or inactive URLs will be removed

\* Super issue is available at Pheasants Forever pricing.





Become an "Official" National Sponsor of Pheasants Forever and Quail Forever while providing your business with a unique opportunity to reach our members, social media followers, event attendees, and supporters in an authentic voice.

We've partnered with an exclusive group of corporate leaders who both care about our habitat mission and recognize Pheasants Forever and Quail Forever as a marketing channel to reach customers and deliver a return on their investment with the organization. As a non-profit conservation group, our mission is habitat, while our member's motivation is bird hunting.

We would love to discuss options with you to learn how your business would fit perfectly into this respected group of corporations as our "Official" partner. This will, in turn, showcase your commitment to conservation and environmental sustainability.

## A national sponsorship of the organization also includes:

- Ability to use the Pheasants Forever and Quail Forever logo in marketing material highlighting the partnership with our organization.
- Logo and link in the footer of both the Pheasants Forever and Quail Forever homepages in the National Sponsors section.
- Acknowledgment as a National Sponsor in the Pheasants Forever and Quail Forever magazine annual report issues.
- Logo recognition on Pheasants Forever and Quail Forever banquet covers, banquet tickets, underwriting booklet, and membership applications.
- Logo recognition in Forever Outdoors youth magazine as National Sponsor.
- Your business supported through Pheasants Forever and Quail Forever social media platforms (Facebook, Twitter and Instagram).

Let us customize a National Sponsorship to fit your needs. To become a National Corporate Partner, please contact Chris Kalis, Director of Corporate Partnerships for Pheasants Forever & Quail Forever at: [ckalis@pheasantsforever.org](mailto:ckalis@pheasantsforever.org) or (651) 209-4956.



[www.PheasantsForever.org](http://www.PheasantsForever.org) | [www.QuailForever.org](http://www.QuailForever.org)





The foundation of our organization is our grassroots chapter banquet system. Each year, communities gather together for an evening of food and fundraising in the name of conservation. Pheasants Forever chapters and Quail Forever chapters are provided with an opportunity each quarter to purchase items from selected corporate partners for their banquet fundraisers. This is the perfect opportunity to showcase your business, and sell your goods and services, while helping our chapters raise funds for their area. **583+ Pheasants Forever chapters and 155+ Quail Forever chapters hold events attended by more than 350,000 people annually.**

### Partner Benefits:

- Your marketing and order materials included in our normally scheduled banquet package emails and mailings. Including order forms distributed 3 times per year.
- PF&QF Regional Representatives will promote your Preferred Vendor Program offer to chapter leaders
- Additional marketing of your business through a custom marketing program to suite your needs.



Attendees of our chapter banquets and our chapter leaders are looking for exciting trip packages to share with their family and friends while raising funds for the chapters. As a Trips Direct partner, your trip will be made available to chapter leaders at special chapter pricing. Winners of these special trips create lifetime memories and additional marketing benefits for your business.

### Partner Benefits:

- Your marketing and order materials included in our normally scheduled banquet package emails and mailings. Including order forms distributed 3 times per year.
- PF&QF Regional Representatives will promote your Trips Direct Program offer to chapter leaders
- Customized advertising schedule





Our signature event is a consumer show focused on upland game bird hunting, dog training, and wildlife habitat management. In connection with the show, Pheasants Forever and Quail Forever will hold seminars on habitat improvement, upland hunting, shooting sports, wild game cooking, dog training, and conservation. The event is held over a three-day weekend in a different city annually. **Attendance ranges from 25,000 to 30,000 attendees.**



**FEDERAL** 

### Exhibitor Benefits:

- Be one of the companies to showcase your products and services during the nation's largest event for upland hunters, bird dog owners and wildlife conservationists.
- Promote your business to over 25,000 individuals who attend the weekend's festivities. Our available booth spaces disappear quickly. Our attendees are more than observers, they are actively engaged with our partners.

» Sponsorships from \$6,000+

» Booth Spaces from \$950+

For booth reservations or sponsorship opportunities, please contact Gerry Cliff, Pheasants Forever & Quail Forever Corporate Sales Rep. at: [gcliff@pheasantsforever.org](mailto:gcliff@pheasantsforever.org) or (651) 209-4954.



WILD GAME COOKING



BIRD DOG BONANZA



YOUTH VILLAGE



PUBLIC LANDS PAVILION



POLLINATOR PLAZA

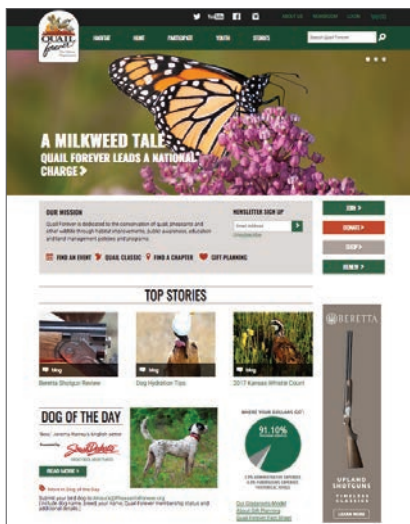
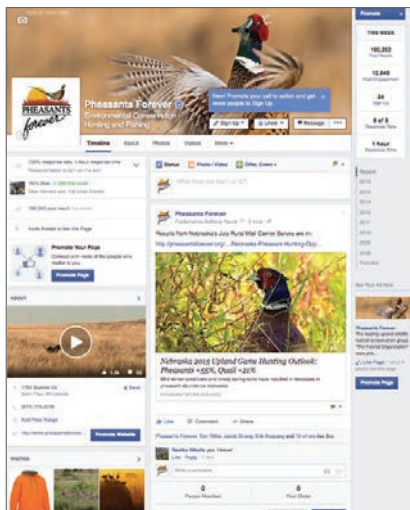


HABITAT HELP ROOM



[www.PheasantsForever.org](http://www.PheasantsForever.org) | [www.QuailForever.org](http://www.QuailForever.org)





## Annual Web Traffic:

- Total website pageviews: **7+ million**
- Website visitors: **3 million**
- PF Facebook posts served/reached **22 million** in last year
- PF Twitter posts served to **4.8 million** last year
- Total audience potential: online & social, aggregate post reach to **30+ million**
- Email: **70,000 active subscribers**

Media Placement	Package A	Package B
Estimated Yearly Impressions	3 + million	1.5 + million
Banner Ads (Universal web sizes)	2 ad creative (1 website, 1 eNewsletter)	1 ad creative (1 website)
Website Native Editorial Content (Sponsor Submitted, approved by PF/QF)	2 per year	1 per year
PF/QF eNewsletter	Monthly, sponsor recognition with logo, category title & ad placement	Sponsor recognition with logo 1x per quarter
Social content-driven posts or contest on our online village and/or YouTube (Partner must provide prize for online contest)	12 per year	6 per year
Editorial Video	(1) video content sponsorship to be mutually agreed upon	—
Sponsor-driven email (Delivered to the PF/QF List & Subject to edit approval)	1	1
Total Yearly Investment	<b>\$42,000</b> (\$3,500 / month)	<b>\$30,000</b> (\$2,500 / month)







## Banner ads:

\*All ads will be ROS  
\$15 CPM

Image sizes:  
300x250, 160x600, 320x120

## Exclusive e-mail blast:

Reach an exclusive audience of over 70,000 PF/QF e-mail subscribers. This is the perfect opportunity for a content driven e-mail blast encouraging our audience to engage with your business.



January – July: \$3,500

August – December: \$5,000

\*Content must be approved by PF/QF. E-mail dates TBD based on availability.

## Social Media Promotions:

Get connected with our audience through custom social media promotions and contesting. Our social media audience is highly engaged with our content, promotions and contests. We will work with you to create a custom program that fits our content calendar and your business for the best results.

Social Media:	facebook	twitter	Instagram	*Totals
	216,000	44,500	58,500	319,000
	25,000	23,000	12,800	60,800
<b>*Totals as of August 2019</b>				<b>379,800</b>



[www.PheasantsForever.org](http://www.PheasantsForever.org) | [www.QuailForever.org](http://www.QuailForever.org)



If you would like to be removed from this mailing list, please click here to unsubscribe. Thank You.  
Please do not reply to this e-mail. This is not a solicited e-mail address. If you have questions or comments please contact us at [press@pheasantsforever.org](mailto:press@pheasantsforever.org).



Each year, Pheasants Forever employees, members, and partners conduct a field test of the latest shotgun models launched by major brands in North America and Europe. Based on feedback, we develop a feature story on the guns. Throughout the campaign, PF&QF will spotlight each gun at the Showcase over nine weeks.

In addition to the Shotgun Showcase gun review, PF&QF, in partnership with your business, will run a contest giving consumers the opportunity to win their choice of one of the guns featured in the Shotgun Showcase. Consumers will enter using an online form as promoted through the Journals, our website and through our social channels. The form will include an opt-in to join your business' and PF&QF's e-mail databases.

### Features:

- Logo recognition in the Upland Super Issue in addition to a Full Page ad
- Logo included on marketing materials and digital assets for the program
- Website wallpaper ad on the Shotgun Showcase website
- Full social media coverage
- Digital ads linking back to your business
- Access to the online contest registration data

» **Over 2 Million Impressions**

» **Title Sponsorship is available for \$25,000 annually**







What's your favorite bird dog breed? Pheasants Forever & Quail Forever's seventh annual "Bird Dogs for Habitat" campaign challenges upland hunters to cast a vote and make a donation on behalf of their favorite bird dog during the entire month of April. All tax-deductible donations support the organization's wildlife habitat conservation mission and the places where bird dogs love to hunt. All month, Pheasants Forever will accept online contributions placed in support of 49 different breeds of bird dogs. Each dollar donated is equal to one vote for that bird dog breed. In other words, a \$100 donation is equal to 100 votes for a particular bird dog breed, and **100% of those dollars go to habitat.**

### Features:

- Photos and videos with your products in use
- Gear reviews in blogs
- Social Media tagging
- Access to all assets for your business use

### Total Reach:



@Pheasantsforever / 216,000 followers



@Pheasants\_forever / 58,500 followers



@Pheasants\_forever / 44,500 followers





A Bird Dogs for Habitat Champion Has Been Crowned:  
**GERMAN SHORTHAIRED POINTERS**  
(MORE THAN 3,900 VOTES)

At the end of the campaign, **18,000 votes** were cast and more than  
**\$50,000 donated to our mission of upland habitat conservation...**  
because good bird habitat is good bird dog habitat!

### BIRD DOGS FOR HABITAT

Every \$1 vote for your favorite breed becomes \$3 thanks to these sponsors



[www.PheasantsForever.org](http://www.PheasantsForever.org) | [www.QuailForever.org](http://www.QuailForever.org)







NEW this year, Pheasants Forever and Quail Forever are conducting our first annual upland themed photo contest. From the vast golden prairies that stretch across the continent to quiet pine forests that make the world disappear, every wild place holds a promise—a chance to escape, to reconnect, to come alive. These lands are part of who we are. Our upland pursuits are a gift from past generations of dedicated hunters and conservationists, inscribed with memories and promising new adventures. It's our desire to challenge the people of the uplands to carry a camera afield, capture and highlight the depth of their experiences through creative imagery and our 20/20 Focus on Forever Photo Contest.

The photo contest will run from October 1<sup>st</sup> 2020 – February 1<sup>st</sup> 2021 and will be hosted on a Pheasants Forever and Quail Forever microsite while being promoted via web, email, and all social channels. The overall winner and category winners will be chosen via a small panel of professional photographers and top submissions and sponsors will be acknowledged at Pheasant Fest in February of 2021.

As a part of the 20/20 Focus on Forever Photo Contest, an overall presenting sponsorship and category sponsorships are available.

### Photo Categories and Sponsor Opportunities:

- Upland Hunting
- Upland Habitat
- Working Lands and Land Management
- Bird Dogs

### Features:

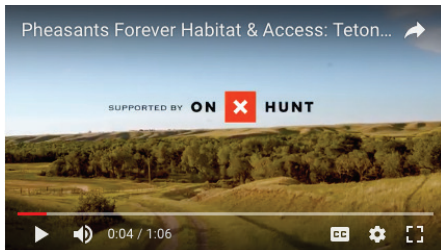
- Logo recognition on the website landing page
- Logo included on marketing materials and digital assets for the duration of the contest
- Full social media coverage
- Digital ads linking back to your business
- Acknowledgment at National Pheasant Fest and Quail Classic 2021

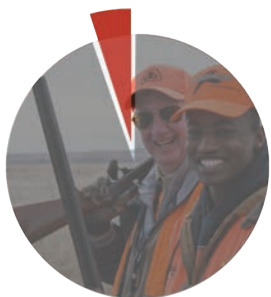




Be a part of Pheasants Forever & Quail Forever's authentic, passionate, and mission-related videos released throughout the year, created by our in-house production team.

Working together, we will find the right fit to engage our members with your business through product placement, strategic video sponsorships or how-to videos that will connect your business, in an authentic way, with our audience, and our habitat mission. Our skilled, creative talents and editorial staff will craft intriguing media that will capture the passion of our supporters and connection with your brand.





Currently **Only 5%**  
of Americans hunt



Pheasants Forever and Quail Forever have identified four pillars that will help answer the call of our uplands and give them a voice for all generations to hear: We will work with you on a blended partnership providing financial support for our Education and Outreach programs in addition to marketing assets to move our mission forward and showcase your philanthropic support. Contact Chris Kalis, Director of Corporate partnerships, for more information on how you can get involved in growing our hunting heritage now and into the future at [ckalis@pheasantsforever.org](mailto:ckalis@pheasantsforever.org).

### Focus Areas:

- **Habitat Education:** Grow an informed public that appreciates and supports wildlife habitat conservation and the benefits it provides.
- **Conservation Leadership:** Cultivate generations of engaged and informed conservation leaders in communities across the country.
- **Forever Shooting Sports:** Provide a pathway of opportunity from shooting sports participant to hunting conservationist.
- **Hunting Heritage:** Recruit, retain & reactivate (R3) hunting conservationist through strategic and outcome-based national R3 initiatives.

YEAR	EVENTS	YOUTH	ADULTS
FY 2016	4,036	210,439	99,953
FY 2017	6,380	335,410	119,803
FY 2018	7,132	344,217	118,214



HABITAT EDUCATION



CONSERVATION LEADERSHIP



FOREVER SHOOTING SPORTS



HUNTING HERITAGE





### What is happening to our pollinators?

Many species of pollinating insects are in decline. In fact, monarch butterfly populations have decreased 90% in the last two decades and honey bee populations have followed a similar plummeting trend.

### The upland bird and pollinator connection:

Pheasants Forever and Quail Forever are committed to establishing quality habitat that is equally beneficial to pheasants, quail, bees and butterflies. In the first few months of life, pheasant and quail chicks depend on soft-bodied insects as their primary food source. The soft-bodied insects that pheasant and quail chicks depend on are attracted to the many species of flowering plants included in pollinator habitat seed mixes. Pollinator habitat is a win-win for upland birds and many species of pollinating insects. Pollinator week provides us with a tremendous opportunity to highlight this connection and our habitat efforts.

### Features:

- Web banners with company logo
- Full social media coverage
- Print editorial with a circulation of 135,000
- Matching funds: contribution will be matched up to 9:1 in the delivery of quality pollinator habitat projects.

### Digital Impressions:

Total Reach: 164,769

Total Impressions: 219,175





A photograph of a field of wildflowers, including tall purple spikes and yellow daisy-like flowers, under a sunset sky with the sun low on the horizon creating a lens flare effect.

## *Corporate Giving* & ENVIRONMENTAL SUSTAINABILITY

Partner with our organization on your company's sustainability initiatives. Our habitat work includes cleaning America's waters, protecting soils, and developing habitat for all wildlife.

Contact Chad Bloom to learn more:  
[cbloom@pheasantsforever.org](mailto:cbloom@pheasantsforever.org) or 320-292-4771

## **ADVERTISING & PARTNERSHIP CONTACTS**

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