

Hello and Welcome to the World of...



We'd love to work with you to get your products in front of upland bird hunting enthusiasts as we reinvent and reenergize this important hunting vertical! **To learn more about how we're doing this, please read on.**

The Upland Bird Market needs your help!



BRIEF OVERVIEW

Serious Bird Hunting is a multimedia effort to reinvent and revitalize the upland bird hunting category.

The upland market has been in steep decline for years, and a major reason for that is that the **media in this space has not been reinvented literally since it began 70 years ago.** Seriously!

Compare that to deer hunting, duck hunting, bass fishing – any other outdoor vertical. There's been an almost continual media-driven reinvention of those categories, and thus a continual revitalization that has benefited all components of those markets: manufacturers, retailers, consumers, media.

That revitalization is what the upland market needs. That is what you, your products, your business, and the sport's future desperately need.

Luckily, Serious Bird Hunting is meeting this need – by specifically *not* doing what's been done for decades (see text at right). And to help the market get where it needs to go, including driving new sales, we need your support.

(For more detail about the need and opportunity, take a [look at this op-ed](#) SBH's Jay Kumar wrote for The Outdoor Wire.)



New, Different, Important

Serious Bird Hunting combines the traditional elements of **upland bird hunting with adventure, new technology, endurance fitness, new hunting techniques and humor** for a new, energetic, educational approach to the market.

SERIOUS BIRD HUNTING MEDIA

We are producing all forms of media: video, web and print. This creates opportunities for you to reach upland enthusiasts in multiple ways – in whatever ways they choose to consume media. Each media form is discussed separately herein, but they all work together. This creates opportunities for overall sponsorship vs. the per-media menu of choices.

1. 2011-12 Serious Bird Hunting Tour and Show

This season we're putting together the **2011-12 Serious Bird Hunting Tour**. Specifics:

- Pheasant- and ruffed grouse-focused, likely other species.
- A minimum of a week in New England and a week in the Midwest/Plains states (SD, KS, MN, etc.), possibly others.

The Tour will be documented in short-form video episodes that will:

- Hit all the SBH high points: adventure, technology, hunting techniques, humor.
- Be shot in the field (mostly) as well as other locations (can be retail, manufacturing, etc.).

- Include product and other info *in ways that help viewers hunt better.*
- Air on YouTube as well as on SeriousBirdHunting.com.

Regular Tour updates will also be posted on our blog/website + Facebook page. Our most popular blog posts so far have been our 2010-11 Hunt Reports, which prompted the idea for the Tour.

You are receiving this because we believe in your products, and would love to use, highlight and promote them on the Tour.

On the Tour, more video will be shot (we already have some in the can) for the Serious Bird Hunting TV show. Can't get into the details here, but it's more like *Man vs. Wild* – educational adventure – than a typical hunting show.

*****Time is of the essence! To make this happen, and because the summer is almost here, we'd like commitments no later than Aug. 12 with funding no later than Sept. 15, so please let us know ASAP if you're interested (sponsorship rates in last section)!***



Adventure
Bird Hunting +
High-Quality
Video + New Tech +
Social Media =
BUZZ!

PEOPLE

Jay Kumar is the driving force behind Serious Bird Hunting. He is a serial media entrepreneur, author (fiction and nonfiction) and former ESPN TV



host. He conceived and built what is still the biggest website in bass fishing (BassFan.com), and grew it into a network of websites, the world's largest grassroots fishing membership program, and a few events. In 2007 he sold his company to Intermedia Outdoors, which allowed him the time to focus on his greatest outdoor passion: upland bird hunting. He quickly realized that something new, different and exciting had to be done in the upland market. The result is Serious Bird Hunting. > Jay is currently without a bird dog and is looking for a French Britt (or a Setter!) and a Lab.

Brendan Haines, also an successful entrepreneur, is a great hunter, a very good shot and has a nose for birds that would make some Setters jealous. Most importantly, he is a pioneer in the upland world, pushing the bird-finding and -hunting envelope. He pioneered the use of Google Earth and other data tools for upland hunting, and is relentless in his pursuit of anything that has the potential to help him find, hunt and kill more birds. > Brendan owns a Lab named Bear.



Jay and Brendan hunt several full weeks a year just for birds.

Jay lives in NJ, but wishes he didn't. Brendan managed to escape NJ and now lives in NC.

SERIOUS BIRD HUNTING MEDIA (CONT.)

2. Web Media

V1.0 of SeriousBirdHunting.com debuted in 2010 (along with our first book) as the only website covering all upland bird species – a fact that shows how upland media has not kept up with the times.

We launched with a blog format, the two main reasons being:

- The personal nature of blogs.
- Blog content is easily socially shareable.

The current site (v1.1, updated June '11) keeps the blog elements while allowing more news as well as more branding, promotional and advertising opportunities for you – as you can tell from the placeholder ads there now.

The website and associated [Facebook](https://www.facebook.com/SeriousBirdHunting) (recent) and [Twitter](https://twitter.com/SeriousBirdHunting)

pages keep "Serious" upland enthusiasts engaged year-round on a daily basis.

That year-round presence also is an effective marketing and promotional tool for you – because we know what we're doing: Good media requires daily care and feeding, and that's what Jay's company does.

The website posts a mix of news, product information/reviews, opinions, features and personal stories. Right now about 25% of the posts are suggested by readers, showing good interactivity.

We would love to help you advertise, promote, educate and brand – and get the market excited about your products – on SeriousBirdHunting.com.

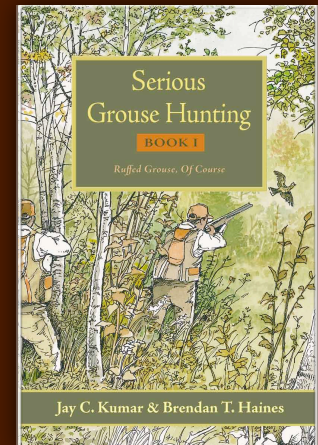
Reach
upland
enthusiasts in all
forms of
media!



3. BOOKS

We started SBH with a book. Yes, a book, that old “dead tree” technology. Publishing books in this market makes sense because:

- Right now the market has an older demographic.
- Hardcore 'how-to' upland books have basically never been published, even though how-to has been the informational trend in the outdoors for decades.
- Thanks to websites like amazon.com, books have a longer shelf life and thus are effective marketing tools.



Our first book, *Serious Grouse Hunting, Book 1*, was published in Q3 2010. It got **rave reviews**, including being called "without a doubt, one of the best books on the subject of ruffed grouse ever published."

Serious Pheasant Hunting, Book 1 will be published this fall. Like the grouse book, it will be unlike any pheasant book ever published.

Serious Grouse Hunting, Book 2 is planned for '12-13.


SPONSORSHIP OPPORTUNITIES


Cost-effectively reach both traditionalists and a new type of upland enthusiast.

A. Serious Bird Hunting overall Presenting Sponsor (prefer 1, we'd consider 2)

- Top billing in all Serious Bird Hunting media (per below menu of items).
- \$30,000 per year, 2-year commitment preferred + products to use and give away via the web (if applicable).
- Written commitment by July 31, year 1 funding by Sept. 15, 2011.

B. Serious Bird Hunting Tour

 *Note a minimum \$ figure is required to make this happen. Because the summer is almost here, we would appreciate written commitments asap, no later than Aug. 15, and year 1 (2011-12 season) funding no later than Sept. 15.*

 Conservative estimate of total video impressions based on web traffic (see next section) = low 5 figures.

Presenting Sponsor (prefer 1, could be 2)

- Includes: logo inclusion and brand-name voiceover on Tour video (at least 12) intro graphics; at least one video review of your product (depends on the product); above-fold website advertising (size TBD); at least 1 website post about your product(s); logo inclusion in every Tour blog post.

- Rate = \$10,000 per year, 2-year commitment preferred + products to use and give away via the web (if applicable).

Supporting Sponsor (2 at most)

- Includes: logo inclusion and brand-name voiceover on Tour video (at least 12) outro billboard; one video review of your product; website advertising (size TBD); at least 1 website post about your products; logo inclusion in every Tour blog post.
- Rate = \$5,000 per year, 2-year commitment preferred + products for us to use and give away via the website (if applicable).


















Category Sponsor (1 per category, can be combined)

- Includes: website advertising (size TBD); at least 1 website post about your products; logo inclusion in every Tour blog post.
- Rate = \$1,000 + products for us to use and give away via the website (if applicable).

**Energize
upland market
sales with truly
new media!**



We're seeking sponsors in the following categories, possibly others. Note that Tour/Video sponsorship is category exclusive, but website advertising may not be.

-  Shotshells (lead and non-lead)
-  Shotguns (doubles and autos)
-  Gun cleaning/maintenance products
-  GPS and maps
-  Weatherproof cameras and binos
-  Performance field watches
-  Upland outerwear
-  Performance baselayers
-  Packs/vests
-  Boots and socks
-  Gloves
-  Shooting glasses
-  Hearing protection
-  Knives and field safety gear
-  Dog handling products
-  Dog food
-  Vehicle products
-  Coolers
-  Tourism/guide services
-  Retailers/e-commerce
-  Coolers
-  Adult beverages
-  Hot sauce

SPONSORSHIP/ADVERTISING (CONT.)

C. SeriousBirdHunting.com

- Placement preference is given to Serious Bird Hunting overall sponsors and 2011-12 Serious Bird Hunting Tour sponsors, so all of these slots may not be available.
- Ads are for a minimum 6-month run, combinations of ad slots can be discounted.
- We do not sell on a CPM or CPC basis.
- Based on [existing web traffic levels](#), impressions (page views) will be a min 4-5K/mo or 50K annually. Though young, we are already the biggest non-chatroom independent website in the upland market.

Every Page

- 728x90 (top) = \$500/mo
- 468x60 (top) = \$500/mo
- 468x60 above post(s) = \$350/mo
- 300x250 (R, above fold) = \$350/mo
- 125x125 (R, below fold) = \$150/mo

Homepage Only

- 468x60 (middle, below fold) = \$250/mo



D. SBH Books

Please note the following about book sponsorships:



**SERIOUS
BIRD HUNTING**

- They are limited to brands, not specific pieces of equipment.
- It's impossible to accurately forecast book sales, but grouse book sales were in the 1-2K range (a reflection of the unfortunate state of that market) and pheasant book sales should conservatively be at least 2-3x that number.
- All books are printed softcover in the U.S.

Logo incorporation on spine = \$3,000 one-time fee.

- Also includes mention in "Thank You" section of book.
- 125x125 banner ad on SeriousBirdHunting.com.
- Mention in book press release.

Logo incorporation on back cover = \$2,500 one-time fee.

- Also includes mention in "Thank You" section.
- 125x125 banner ad on SeriousBirdHunting.com.
- Mention in book press release.

Logo inclusion in "Thank You" section only = \$1,000 one-time fee.

Opportunity Summary

Upland hunting needs reinvention and reinvigoration to survive and prosper.

Serious Bird Hunting is the **only** initiative tackling this challenge, and we need your support to help it succeed.

Get in on the ground floor with the above great, cost-effective opportunities. In

doing so you will help make this needed change happen, and will begin to reach a new, active, younger demo of upland hunter.

Last but not least:

- This isn't everything we have planned – more exciting stuff is coming.
- Thanks much for taking the time to learn more about what we're doing.
- We look forward to working with you!

SERIOUS BIRD HUNTING

Please contact Jay for more information or to get the ball rolling:

**jay@SeriousBirdHunting.com
c (908) 268-2258**

**Sasquatch Media
440 Route 513, Ste 5
Califon, NJ 08833**

MARKET DEMO INFO

Just in case you think the upland market is as dead, it's not – not

yet. It's just comatose, so let's get it going!

Federal Demo Info (2006, latest)

👤 At least 1.6mm people hunt pheasants and other upland birds, possibly as high as 3.4mm depending on overlap. 3.4mm represents 71% of all small game hunters.

👤 Small game hunters spend \$1.2bb/yr on gear and \$1.2bb/yr on travel for \$2.4bb/yr total. We can assume upland hunters account for most of that spending vs. squirrel and rabbit hunters.

👤 A look at 2006 vs. 1991 federal data underlines how big game has benefitted from good media and why small game needs to have the same:

- Small game hunters down 37% vs. 23% for big game.
- Flat spending for small game vs. a \$4bb rise in big game (real dollars).

Other Demo Info

👤 Based on state surveys, Pheasants Forever figures 1mm U.S. hunters regularly (every year) pursue pheasants.

👤 From PF member surveys and our own inquiries, grouse, quail, chukars, etc. combined are 1-15% of the pheasant number.

👤 Southwick Associates found in a 2010 survey that 14.6% of all hunters pursue upland game birds.

Website Demo Info

Data for SeriousBirdHunting.com from quantcast.com:

Age

21% 18-34
37% 35-49
35% 50+

Sex

57% Male
43% Female

Income

10% \$0-30k
24% \$30-60k
29% \$60-100k
38% \$100k+

Education

34% No College
45% College
21% Grad. Sch

Lots of folks, and they spend money!

Note that existing upland media don't come close to reaching everyone in this substantial market.

PROPS!

Here's a short selection of some of the feedback we've received. Naturally a few of the diehard

traditionalists aren't fans...but you reach them already anyway!

About the Website

👤 Jay and Brendan,
So I've been in Afghanistan for the last six months. This place is miserable – hot, ugly, and it smells bad. What spare time I have, I've devoted to scouring the internet trying to "scout" for this fall, since I've spent most of the year over here. Today, I found your website.... WHERE HAVE YOU GUYS BEEN???

Suffice to say, your website is amazing. I consider myself to be a "Serious Bird Hunter" (my wife would certainly agree) and I think your website is invaluable.

You guys have a great thing going on.... I've really enjoyed it, and it's made my downtime here in Afghanistan a little easier. Keep up the good work.

👤 Enjoy your hunting and I love the stories....

👤 Like the website. Read the book. You youngsters are on the right track. Good luck with the TV show.

About the First Book

This is, without a doubt, one of the best books on the subject of ruffed grouse ever published.

- Dick Nelson, Hudson, NY Register-Star

I highly recommend "Serious Grouse Hunting, Book I." I love the irreverence and good humor that's wound around the carload of practical advice it cleverly offers. Kumar and Haines write very well...and their love of the game shines through. Their practical advice is based on plenty of experience, and the authors are not shy about voicing their opinions and offering good rationale for them. It's a

great book. If you hunt grouse you'll want to read it.

- John Pitarresi, Utica, NY Observer-Dispatch

From readers

👤 This is the book I've been looking for...there ARE OTHERS out there who are totally hardcore about hunting ruffed grouse. I'm glad to see info about ruffed grouse hunting that is not written in the spirit of Thoreau. Great book....

👤 I've bird-hunted for over 40 years and own virtually every grouse hunting book in print. With this being said, THIS has become my favorite book of all time regarding grouse hunting. **If I were to hand down one book to my grandsons to learn how to grouse hunt...it would be this one.**