



# 2024

*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.

**24+**  
MILLION

Historical Acres Improved

**575+**  
THOUSAND

Historical Habitat Projects

**7+**  
THOUSAND

Habitat Projects in 2022

**\$1.4**  
BILLION

Historical Program Expenditures

## PUBLIC LAND CREATOR

**1,771** Land Acquisitions = **225,382** acres 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 agencies.

### PATH TO THE UPLANDS

Pheasants Forever and Quail Forever's Path to the Uplands initiatives cultivate generations of informed and engaged hunter conservationists through a combination of authentic experiences, skill-based training events and strategic partnerships. We're committed to sharing outdoor traditions and an appreciation for wild places and the wildlife that live there. We do that through engaging traditional, new and diverse audiences of all ages. Inspiring them to find their individual "Path to the Uplands."

- 1,500 annual events with over 150,000 participants:
- Learn to Hunt and Learn to Shoot events
- Hands-On Habitat Education Projects
- Hunter Mentor Training
- Women on the Wing Initiative
- Journey to Conservation Careers
- Milkweed in the Classroom

## Pheasants Forever and Quail Forever's

Pheasants Forever and Quail Forever make up the nation's largest nonprofit organization dedicated to upland habitat conservation. This community of more than 400,000 members, supporters and partners is dedicated to the protection of our uplands!

**142,081**  
Pheasants Forever  
and Quail Forever  
Members!

**800,000**  
Total audience through  
all PF & QF marketing  
and media channels!



### Pheasants Forever Membership

- » **Audience Size:**  
123,111 dues paying members
- » **Median Age:**  
61
- » **Average Household Income:**  
\$113K
- » **Key Attributes**
  - Own Dogs
  - Midwest Strong
  - Own land & do habitat projects on their property
  - Travel to bird hunt



### Quail Forever Membership

- » **Audience Size:**  
18,970 dues paying members
- » **Median Age:**  
60
- » **Average Household Income:**  
\$119K
- » **Key Attributes**
  - Own Dogs
  - Great Plains & Southeast
  - Own land
  - Love quail and avid hunters



### PF & QF Digital Followers

- » **Audience Size:**  
425,000 followers
- » **Median Age:**  
39
- » **Average Household Income:**  
\$96,000
- » **Key Attributes**
  - Own Dogs
  - Midwest strong with western quail surge
  - Public Lands Proud
  - DIY hunters

## TOP PROGRAM EXPENDITURES



**66%**  
Habitat Restoration  
& Enhancement



**24%**  
Permanent  
Land Protection



**7%**  
Public Awareness,  
Education & Outreach



**3%**  
Chapter, Volunteer  
& Member Services

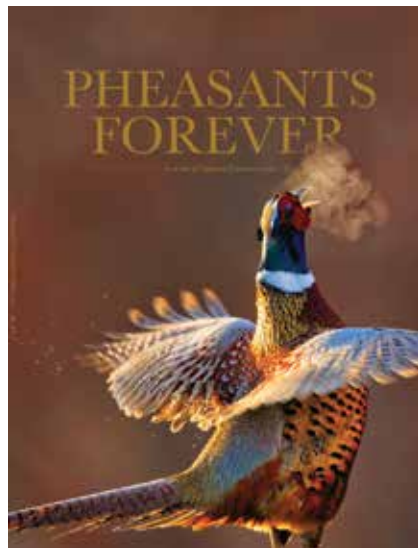
### Our Mission:

Pheasants Forever and Quail Forever's mission is to conserve pheasants, quail, and other wildlife through habitat improvements, public access, education, and conservation advocacy.

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.

Spring Issue – 2024 (MAILS EARLY MARCH)

## HANDS ON HABITAT



**FOCUS:** Since its inception in 1982, Pheasants Forever’s focus has been simple and singular: Habitat. And grassroots – in the form of hands getting dirty – are at the heart of that habitat mission. This issue focuses on habitat themes and projects, from macro to micro levels, that members can support, conduct and always be proud of.

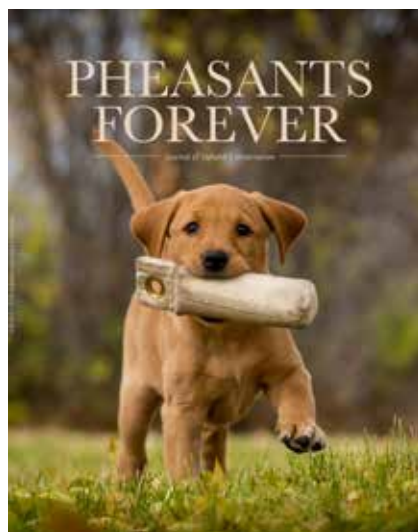
### Editorial Highlights

- Nothing’s Too Small: Every Corner for Pollinators
- Adopt a Wildlife Area: Chapters in Action
- Build A Wildlife Area: A PF Signature Program\*
- Special Burning Section: Burning Culture, Getting Certified, Planning and Conducting, Contracting It Out, Chapter Profiles\*
- Land Management: What Not To Do\*
- Prairie Pothole Country: Some of Our Best Upland Habitat
- Shoot a Rooster, Thank a Butterfly
- Leks Through The Lens: Springtime Sharptails in Pheasant Country

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a PF Signature Story!*

Summer Issue – 2024 (MAILS EARLY MAY)

## THE BIRD DOG ISSUE



**FOCUS:** In this much-anticipated annual tradition for readers, our popular Bird Dog Issue continues in 2024. These pages celebrate those beloved creatures that bring us full circle, tying family and hunting to habitat ... and our very souls.

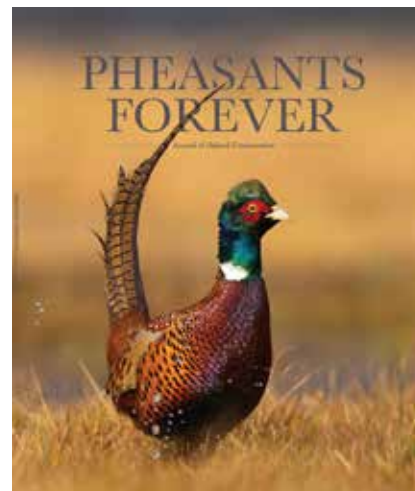
### Editorial Highlights

- Special Section – Travelling with Your Bird Dog: Kennels, Field Safety, Dog Comfort, Training Considerations\*
- Danger Zones: Gear and Solutions for Extreme Conditions\*
- Runners Up: Hunters Name Their “Next Best” Breed
- Ask A Vet: Bird Dog Care Q&A\*
- Why My Breed is Best for Pheasants: 10 Quick Hitters, No Apologies
- 5 Quirky Bird Dogs
- Top 3 Commands for Upland Dogs
- Bird Dogs on the Job ... But Not in the Field

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a PF Signature Story!*

Fall Issue – 2024 (MAILS EARLY OCTOBER)

## THE PHEASANT HUNTING ISSUE



**FOCUS:** Hunting the magnificent ring-necked pheasant in beautiful upland places is one of the rewards of all the work PF members do and all the money they donate. So let’s go pheasant hunting — strategies and tips for success, and why we love it so.

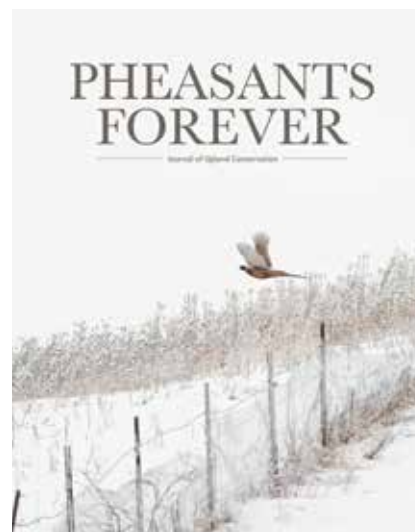
### Editorial Highlights

- “How I’d Hunt It” – Experienced Rooster Chasers Tell All\*
- Re-Thinking “The Golden Hour”
- Meet the 7 Kinds of Pheasant Hunters: A Caricature Collection
- Fast Food: 4 Pheasant Recipes, Each Under 30 Minutes\*
- Journeys Into the Uplands: 4 Mentor/Mentee Stories\*
- Famous Pheasant Hunters of Old: A Picture Gallery
- Whatever Happened to Small Game Hunting
- Kindred Spirits: Ring-Necked Pheasants and Brown Trout

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a PF Signature Story!*

Winter Issue – 2025 (MAILS EARLY DECEMBER)

## BEYOND THE BIRD



**FOCUS:** Habitat is the core of the Pheasants Forever mission. But that habitat produces benefits that reach far beyond our namesake bird. Come on a wide-ranging and deeply satisfying journey exploring all the other good things that Pheasants Forever, and the habitat mission, does for people, communities and wildlife.

### Editorial Highlights

- Innovating for Access in South Dakota\*
- Good Upland Habitat Helps Rural Communities Thrive
- Inspired: 5 Chapters Making a Real Difference\*
- Big Game Migration Corridors Create Gamebirds Too
- Public Land Recreation Opportunities Beyond Hunting\*
- Grasslands Help Make Cold Water ... and Trout
- Pollinator Habitat is Pheasant Heaven
- How Grasslands Improve Water Quality

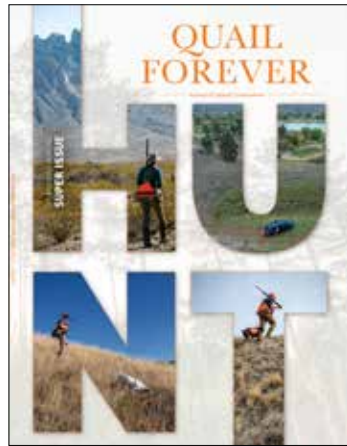
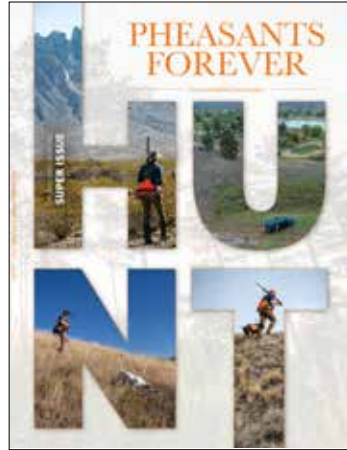
*\*Special Sponsorship Opportunity Available: Tie Your Brand to a PF Signature Story!*



PheasantsForever.org



Our special Upland Bird Hunting SUPER Issue is delivered to the full memberships of both Pheasants Forever AND Quail Forever, making it the single largest bird hunting publication focused on America's uplands!



**FOCUS:** Magic happens when we explore the wild places where upland birds live. Time to think about but one splendid thing: hunting. Communing with our dog. Connecting with the habitat. Kindling friendships and family ties both old and new. Be a part of our annual journey into America's magnificent uplands and the magic we find there for our souls.

*Editorial Highlights*

- My Season in This Upland Vest: The Ultimate Review\*
- Just Wild: Crazy Encounters, Hunts Gone Wrong
- Why "My" Bird Is Best: 10 Hunters' Quick Hitters
- Hunting Our National Grasslands
- Going Home for Grouse: A Hunt in Art
- Fly Tying with Upland Bird Feathers\*
- Heart: A Bird Dog Comes Back from Tragedy\*
- Pheasants for Quail Hunters, Quail for Pheasant Hunters

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a PF & QF Signature Story!*



**Full Page**  
8.375" x 10.875" trim size  
(please add .125" bleed)

*\*Safe area: 7.375" x 9.875"*

**2/3 Page**

4.33"  
x  
9.175"

**1/3 Page (V)**

2"  
x  
9.175"

**1/3 Page (H)**

4.33" x 4.615"

**1/2 Page (H)**

6.625" x 4.615"



**File Submission**

• Email: [Iramthun@pheasantsforever.org](mailto:Iramthun@pheasantsforever.org) (25 MB max) or send files via a file transfer system.

*\*Send files as press quality pdfs (300 dpi CMYK color mode) with bleed marks.*

PF RATES			
	1X	3X	5X
Cover 2 & 3	\$6650	\$6300	\$5930
Cover 4	\$7030	\$6760	\$6430
Full Page	\$5900	\$5580	\$5090
2/3	\$4980	\$4650	\$4340
1/2	\$4270	\$3660	\$3400
1/3	\$3190	\$3010	\$2700

QF RATES		
	1X	4X
Cover 2 & 3	\$2695	\$2420
Cover 4	\$3025	\$2750
Full Page	\$2145	\$1960
2/3	\$1760	\$1610
1/2	\$1400	\$1265
1/3	\$1070	\$980

**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.

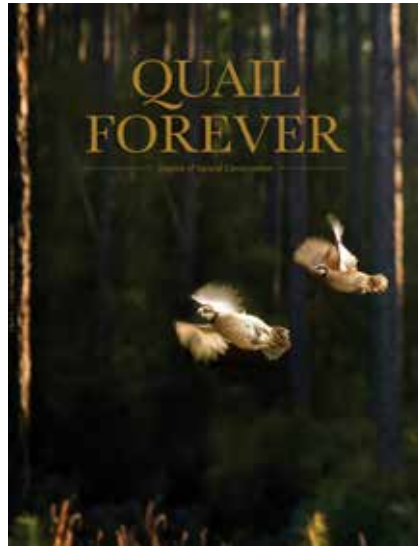
Up to 123,000 adult dues-paying members of Pheasants Forever receive each issue  
With "pass along" readership of 2.5; each issue generates 308,000 unique impressions!

Up to 18,970 adult dues-paying members of Quail Forever receive each issue  
With "pass along" readership of 2.5; each issue generates 47,000 unique impressions!

PF ISSUE	Ad Space Close	Materials Due*	Mail Date	QF ISSUE	Ad Space Close	Materials Due*	Mail Date
Spring 2024	1/10/2024	1/17/2024	3/1/2024	Spring 2024	2/6/2024	2/20/2024	4/8/2024
Summer 2024	3/5/2024	3/19/2024	5/7/2024	Summer 2024	4/18/2024	5/2/2024	6/17/2024
*SUPER ISSUE 2024	6/3/2024	6/17/2024	8/1/2024	<i>*SUPER issue is mailed to entire Pheasants Forever and Quail Forever memberships. See PF above for SUPER issue pricing based upon Pheasants Forever rates.</i>			
Fall 2024	7/31/2024	8/14/2024	10/2/2024	Fall 2024	7/3/2024	7/17/2024	9/2/2024
Winter 2025	10/2/2024	10/16/2024	12/2/2024	Winter 2025	10/31/2024	11/14/2024	12/30/2024

Spring Issue – 2024 (MAILS EARLY APRIL)

## THE REBIRTH ISSUE



**FOCUS:** There is a cadence and rhythm to the upland life cycle and the upland culture and lifestyle. We all feel its tug, and springtime is when it all starts. New goals, new opportunities: The road to a new season of memories begins here, with your hands in the dirt and a year of planning and possibility ahead of you. This issue focuses on beginnings, from bird dog puppies to making new birds through the Quail Forever habitat mission, all with an eye toward autumn adventures.

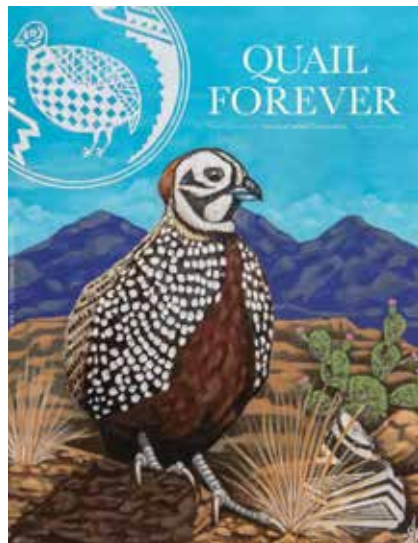
### Editorial Highlights

- Fire and Quail: A Natural and Cultural History
- The Beginners Guide to Prescribed Fire
- Small-Scale Quail Management for Landowners\*
- Quail Warriors: Profiles in Conservation\*
- Puppy Love: Bringing Home Your First Bird Dog\*
- Bring Me a Shrubbery: Identifying This Key Quail Component
- Working Lands for Wildlife: Bringing Back Quail

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a QF Signature Story!*

Summer Issue – 2024 (MAILS EARLY JUNE)

## THE GROWTH ISSUE



**FOCUS:** Summertime is when the dreams of spring start taking root and the seeds you've planted begin to sprout. Summer is also the time of year when the whispered promise of fall becomes more insistent, more immediate. Now is the time to get ready, to continue the cycle and grow those spring hopes into summer reality. This issue focuses on getting down to the serious business of planning and preparation and growing those spring dreams into autumn reality.

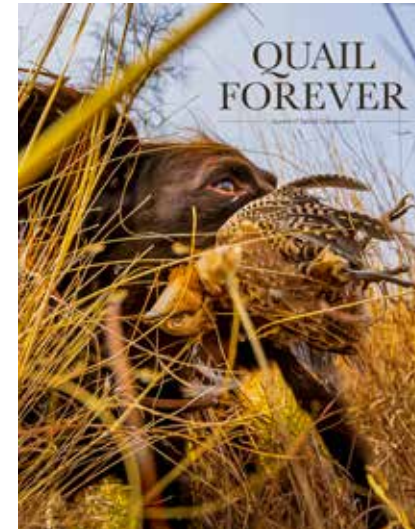
### Editorial Highlights

- Packing the Vest: What to Bring, What to Leave Home
- New Life for an Old Truck: A Bird Hunting Truck Build\*
- Eat Here! Do This!: A Guide to Essential Quail Country Stops
- Dream Season: How to Plan It\*
- On the String: A Year in the Life of a Field Trial Dog\*
- Special Report: The Lesser Prairie Chicken and Why it Matters for Quail

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a QF Signature Story!*

Fall Issue – 2024 (MAILS EARLY SEPTEMBER)

## THE REWARDS ISSUE



**FOCUS:** This is the time of year when it all comes together. From the seeds of a dream planted in the spring through all the hard work, the preparation and the anticipation we've nurtured through summer, everything we've worked for culminates in the fall. This issue focuses on the adventures afield that we all strive for and dream of.

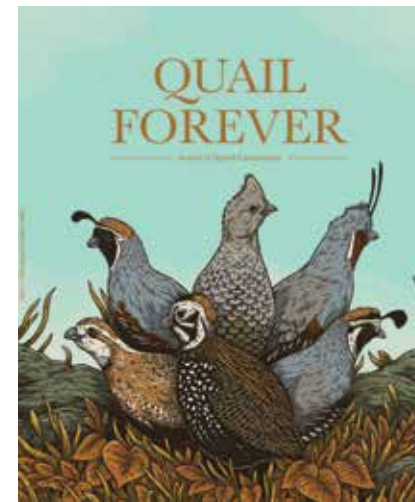
### Editorial Highlights

- Quail Myths, Quail Legends and a Few Quail Truths
- Getting Schooled: Hunting with the Quail Professors
- A Newbie Goes Quail Hunting\*
- Looking for Mr. Bob Down South\*
- Three Days, Three Birds, Three Ways
- Getting the Blues in the Land of Enchantment\*

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a QF Signature Story!*

Winter Issue – 2025 (MAILS EARLY DECEMBER)

## THE APPRECIATION ISSUE



**FOCUS:** For quail hunters, the rewards don't end once the calendar turns over. We chase those dreams as long as we can. But there's a moment on every journey and every hunt; that point where we top a rise and take pause to catch our breath and just drink in the beauty of the moment. That's what the appreciation issue is: A chance to whistle the dogs close and reflect on why we do what we do with good stories about times in good places.

### Editorial Highlights

- Seize the Opportunity: Late-Season Quail Hunting\*
- Coveys on My Mind: A Pheasant Hunter's Secret Obsession with Bobwhites
- The Moment: Don't Ever Take it for Granted
- A Large Love Affair with a Small Bird: Four Writers on Why Quail Have Their Hearts\*
- Point/Counterpoint: My Favorite Bird's Better than Your Favorite Bird\*

*\*Special Sponsorship Opportunity Available: Tie Your Brand to a QF Signature Story!*



QuailForever.org





**Banner ads:**

- All ads will be ROS
- Minimum buy of \$1,500
- Image sizes: 300x250, 160x600, 500x150
- Accepted Formats: JPG, PNG, GIF (no animated GIFs or flash files) at 120KB or less
- URL Links: All ads will be linked to a live and appropriate message-related URL. Ads with broken or inactive URLs will be removed

**Exclusive e-mail blast:**

- Reach an exclusive audience of over 90,000 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.
- We have very limited exclusive email opportunities each month to ensure we don't create fatigue in our list and to make sure our partner messages stand out.
- **\$6,000 per deployment**

**Social Media Promotions:**

- Get connected with our audience through custom social media promotions and contests. Our social media audience is highly engaged with our content. 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	(Formerly Twitter)	Instagram	*TOTALS
	227,888	47,660	88,319	363,867
	33,197	25,236	32,685	91,118
*TOTALS AS OF AUGUST 2023				454,985



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.

**Let us customize a National Sponsorship to fit your needs. To become a National Corporate Partner, please contact Chris Kalis, Vice President of Corporate Partnerships for Pheasants Forever and Quail Forever at: [ckalis@pheasantsforever.org](mailto:ckalis@pheasantsforever.org) or 612.327.6154**





March 1-3, 2024

Denny Sanford Premier Center  
Sioux Falls, South Dakota

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.

- 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.

Go beyond logo placement and exhibit space through custom integrated sponsorships. Build lasting relationships with attendees by investing in their Pheasant Fest & Quail Classic experience. We are experts at building custom programs that launch products and build brands. Exciting opportunities await companies like yours. Let us help you make the most of your sponsorship.

» Sponsorships from \$6,000+ Please contact Shannon Hoheisel, Corporate Partnerships Manger at: 763-442-4356 or shoheisel@pheasantsforever.org

» Booth Spaces from \$975+ Please contact Luc Ramthun, Sr. Corporate Partnerships Account Executive at: 612-308-8232 or lramthun@pheasantsforever.org



PheasantsForever.org | QuailForever.org



Pheasants Forever and Quail Forever are proud to offer video production opportunities for select corporate partners. Working together, we can develop a video product to meet your business goals while authentically resonating with the largest audience of upland hunters and conservationists in America. Ranging from multi-channel promotions of longform videos tied to journal stories with dedicated landing pages and email campaigns, to shortform social media-driven series; the stories we tell via the world's most engaging medium can be crafted specifically to match your vision with our mission.

Potential opportunities include:

The Pheasant Hunting Minute

In a weekly short-form video (average length one minute), Pheasant Forever Journal Editor Tom Carpenter (entering his 50th pheasant season this fall) speaks our members' language with reflections on strategies, tips, insights and advice for understanding pheasants, bagging more birds, and living the pheasant hunting lifestyle. These bite-sizers will be vintage "Carp" – straight up, to the point, no-nonsense, maybe a touch irreverent, blue collar, real life.

Birds on a Budget 2.0

We're going bigger - and cheaper - than the popular first iteration of the Birds on a Budget video from South Dakota. This time around we're looking to pinch pennies even further (and earlier) as we begin chasing upland game in September in an attempt to economically extend the hunting season while covering the potential for hot weather and how to manage these conditions with a bird dog, while minimizing cost as much as possible. Birds on a Budget 2.0 also uniquely opens up opportunities for camping-related products or unique bird hunting rigs and gear if the right partners are interested!

Leks Through the Lens

ND's Education & Outreach Coordinator, Seth Owens, has an unbridled passion for the birds that call our prairies & wetlands home, and captures them through incredible photography. Seth has shared his love for our prairie grouse through lek viewing events with high schools, TWS students, landowners, and anyone who has the desire. This visually-stunning story will focus on the birds – and people – that make the landscapes prairie grouse call home so incredibly unique and important.

» If interested, please contact a member of the Corporate Partnerships team for more details or to see our full list of video opportunities



PheasantsForever.org | QuailForever.org



## UPLAND FILM TOUR

### **NEW OPPORTUNITY: The 2025 National Upland Film Tour in Collaboration with The Flush and Project Upland**

Building off the success of Pheasants Forever and Quail Forever’s semi-annual Film Fest and Project Upland’s nationwide multi-stop Film Fests, we want to bring the most engaging and entertaining upland feature films to in-person audiences across the country. These events will capture the true spirit of our upland community, highlight the importance of our upland landscapes, and raise money and bolster support of Pheasants Forever and Quail Forever’s mission of upland habitat conservation.

**Timing:** Film Tour content will be captured during the fall and winter of 2024-25 and premiered at in-person events across the country beginning fall of 2025.

- At the conclusion of the Film Tour, there will be a coordinated online release that will allow all films to be available to the general public via the Presenting Partner’s YouTube channels or other outlets.

**Locations:** Exact locations TBD, but we envision five to ten Film Tour stops/locations that will be strategically chosen throughout the country.

- Host cities will be selected based on proximity to Pheasants Forever and Quail Forever chapters, Pheasants Forever and Quail Forever membership density, Ron Schara Productions viewership metrics, and Project Uplands subscriber database and previously successful Film Tour destinations.

**Marketing Support:** Pheasants Forever and Quail Forever will host the Film Tour’s dedicated landing page with event dates, film descriptions, ticketing/location information, and sponsor highlights. All partners will utilize dedicated emails, social posts, and podcast support to help increase awareness and drive attendance.

**Available Sponsorship Opportunities:** In addition to sponsoring the partner films themselves, overall Film Tour sponsorship opportunities exist.

- This could include, but is not limited to, commercials being played before the films, onsite signage, onsite gear demos or product for fundraising raffles, logo inclusion within the landing page and dedicated emails, and social tagging throughout the promotional period.

To learn more about this unique upland collaboration and opportunities for your brand to participate, please reach out to our Vice President of Corporate Partnerships, Chris Kalis, at 612-327-6154 or [ckalis@pheasantsforever.org](mailto:ckalis@pheasantsforever.org).



## OPENING DAY VIDEO SERIES



The best day of the year is not Christmas, your birthday, or the 4th of July ... it’s opening day of bird hunting season. What makes it even better? Any bird hunter can celebrate a second, third or fourth opening day simply by jumping in the truck and hitting the road in search of a new bird to hunt, a new state, and a new adventure. No need to wait 364 days for the next “holiday;” opening day can be as near as next weekend and a few gallons of fuel.

OPENING DAY is a new on-going video series from Pheasants Forever and Quail Forever that will explore the bird hunting, wildlife habitat, bird dogs, food, culture, and celebrations associated with opening day across pheasant and quail country each hunting season.

The host of this series will be PF & QF’s Bob St.Pierre who serves as the organization’s chief marketing & communications officer and podcast host. St.Pierre is a 20-year veteran of the organization who also co-hosts an outdoors radio show on 100,000 watt KFAN-FM100.3 in Minneapolis-St.Paul.

### » OPENING DAY DELIVERABLES

- Pheasants Forever OPENING DAY video in the 10 to 15-minute range.
- Video will also live on the OPENING DAY micro-site within the PF website (and YouTube), accompanied by a photo collage from the trip.
- Video will be shared through an online premiere event promoted through the organization’s email list and all social media channels.
- The video will also be accompanied by an episode of On the Wing podcast diving deeper into the experience with key people from the weekend.





## THESE AMERICAN UPLANDS



These American Uplands is a cultural exploration of the uplands that highlights what makes each region special as it pertains to the preservation and pursuit of their respected gamebird. These are not stories about hunting, but rather about the people, places, history, and landscapes that make each area unique. A different area will be covered each episode, following a single host who learns and laughs along with the audience, through travel and a series of conversations and interviews with individuals who exhibit a deep connection to upland hunting, upland birds, habitat, and the culture that surrounds it all. Each episode will also feature moments of hunting to show the beauty of the location and the pursuit of the gamebird. These American Uplands will humanize the uplands, showing why its preservation is important and should be considered so by everyone, not just those who hunt.

### Examples of Individuals for interviews:

- Locals in areas represented by their gamebirds
- Business owners depending on the economics of hunters
- Landowners who actively preserve habitat
- Artists/Musicians that show admiration for the uplands through their work
- New hunters with a reasoning and story to tell
- Bird dog enthusiasts
- Generational hunters who find refuge in the uplands

## HUNTING FORECAST



Our most-anticipated content each year are our hunting and habitat forecasts. These state-by-state reports are created in consultation with our biologist team, as well as utilizing surveys from state agency biologists.

### Calendar

- April: Pheasants Forever Winter Severity and Nesting Conditions
- April: Quail Forever Winter Severity and Nesting Conditions
- August: Prairie Grouse Primer
- September: Pheasant Hunting Forecast
- October: Quail Hunting Forecast

### Total Reach:

- \* Email blast to 85,000 subscribers
  - \* Social media posts across all channels
- Total reach of each PF forecast exceeds 500,000 and each QF forecast exceeds 200,000

» Sponsorship is available at \$15,000 for each forecast.



## EDUCATION & OUTREACH



As America's population continues to grow, participation in hunting continues to decline, resulting in less funding for wildlife conservation and a smaller percentage of the overall population to support it. The general population is more disconnected from the land and less aware of the challenges facing wild places and the wildlife that live there. In essence, we and what we care about is becoming less relevant.

PF and QF's Education & Outreach initiatives are dedicated to working with volunteers, chapters and partners to share our hunting heritage, passion for the outdoors, and appreciation for wildlife habitat with men and women, young and old.

We offer a wide array of event and marketing opportunities for companies to engage with the following Path to the Uplands programs and initiatives.

- Hands-on Habitat
- Pollinator Outreach Program
- Women on the Wing
- Learn to Hunt
- Pollinator Week
- Milkweed in the Classroom
- Journey to Conservation Careers
- Learn to Shoot

## ROOSTER ROAD TRIP



The Rooster Road Trip is the organization's longest running digital promotion (started in 2010). The weeklong event shares real-time experiences online through daily blog posts, photographs, videos, and podcasts. Through this content, the Pheasants Forever team demonstrates the importance of hunters, conservationists and public lands advocates joining the ranks of Pheasants Forever and those members' influence in creating and improving the nation's access to those public uplands. Public land habitat work ranks high among the motives for Pheasants Forever members to be involved with the organization, and since forming in 1982, Pheasants Forever has helped permanently conserve more than 200,000 acres through land acquisition projects. Those acres are now open to all Americans.

Over 5 week's of content, Rooster Road Trip generates 1 Million impressions through the organization's social media platforms and has become a signature event of the hunting season for the 420,000 people following the organization's social media channels.

» Category sponsorships are \$15,000 annually



## ON THE WING PODCAST



Welcome to the On the Wing Podcast with Pheasants Forever and Quail Forever. On the Wing is your destination for conversations about upland bird hunting, wildlife habitat, public lands, bird dogs, wild game cooking and epic adventures in search of pheasants, quail and grouse. Hosted by Bob St.Pierre, the organization's Chief Marketing & Communications Officer and a long long-time Twin Cities radio personality, the show is conversational, fun, and inspiring. We produce an episode almost every week of the year that is released on Wednesday morning to a strong and growing listenership.

Sponsorship includes one live read commercial each episode, show open and close recognition, and one dedicated episode to a mutually agreed upon topic each season. Podcasts distributed via PF & QF's social media channels, website, and email database. Socials reaching over 360k.

More than 300,000 downloads annually.

» If interested, please contact a member of the Corporate Partnerships team for more details and levels of support

### THE SOUNDTRACK OF THE UPLANDS



Ep: Jamie Carmody on Becoming a Wildlife Artist and Hunter



Ep: Introducing South Dakota's New Public Access To Habitat Program



Ep: A State-of-the-Union for Lesser Prairie Chicken



Ep: Recovering America's Wildlife Act and What it Means for the Uplands

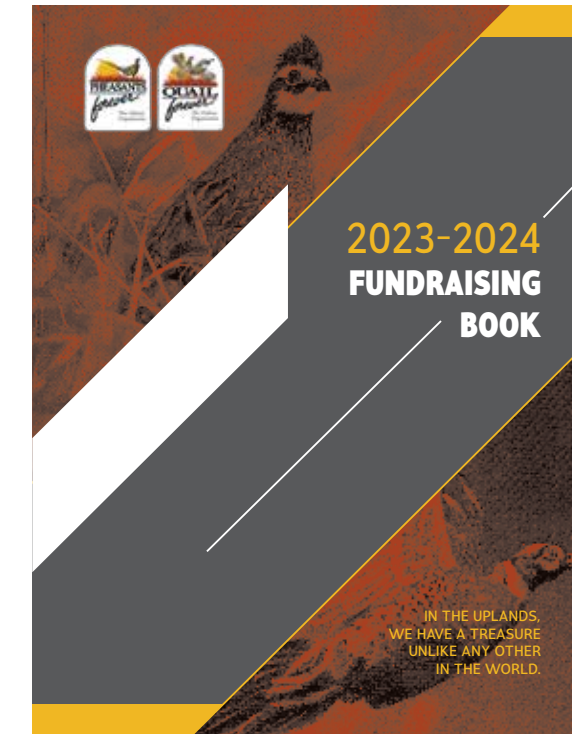


## CHAPTER ENGAGEMENT

Pheasants Forever is an effective and efficient organization with a solid reputation with landowners, lawmakers, and hunters alike. At the core of our identity is a unique system of fundraising and project development empowering our local chapter volunteers with 100% control of their locally raised conservation funds. The result of this unique model is an incredibly strong bond between our organization, our chapters, and the local communities where they are based. We offer a wide array of opportunities to engage with our 560 Pheasants Forever chapters and our 194 Quail Forever chapters and are happy to customize a marketing package that fits your needs.

### Options Include:

- Preferred Vendor
- Trips Direct
- Hunting Heritage
- Banquet Package
- Women on the Wing Events
- Women Caring for the Land Events
- Learn to Hunt Events
- And many other customizable options



**SOUNDGEAR**  
SoundGear® is offering 2 Promo Cards for an online purchase of ONE pair of SoundGear Instant Fit electronic hearing protection devices for 40% off to (2) lucky winners.



**PURINA PRO PLAN**  
Purina Pro Plan® is pleased to provide you with 35 free Purina Pro Plan samples for your fundraising purposes!



**ON X HUNT**  
onXmaps® is offering one (1) free Elite Hunt app (3-year membership card) good for accessing all 50 states. Valued at \$99.



## *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 Brent Rudolph, Director of Sustainability Partnerships to learn more:  
brudolph@pheasantsforever.org or 517-980-4570

## **ADVERTISING & PARTNERSHIP CONTACTS**

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