

**THE WORLD CHAMPIONSHIP OF COWBOY ACTION SHOOTING  
AND WILD WEST JUBILEE!**

**FOUNDERS RANCH • NEW MEXICO**



**31st Annual**

**SPONSORSHIP  
PROPOSAL**

**JUNE 16TH-24TH, 2012**

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# SPONSORSHIP PROPOSAL



END OF TRAIL 2012

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## ABOUT THE SINGLE ACTION SHOOTING SOCIETY®

The Single Action Shooting Society® is an international membership organization created to preserve and promote the sport of Cowboy Action Shooting™, Wild Bunch Action Shooting™, and SASS® Mounted Shooting. Annually, SASS® stages END of TRAIL, The World Championship of Cowboy Action Shooting, Wild Bunch Action Shooting, and SASS Mounted Shooting. 2012 marks the 31st annual END of TRAIL World Championships. SASS® vehemently advocates the protection of its members' 2nd Amendment rights, ensures safety and consistency in all its shooting matches, actively promotes firearm safety and youth education through its collaboration with program affiliations, as well as an interest in preserving the history of the Old West. Cowboy Action Shooting™ is heralded as the fastest growing of all shooting sports. With well over 93,000 members in the Single Action Shooting Society® the sport has shooting categories and activities that appeal to men, women, and junior shooters of all ages. There are now over 600 SASS® affiliated clubs worldwide in which to participate.

## WHAT END OF TRAIL HAS TO OFFER

END of TRAIL offers a unique event sponsorship opportunity for a broad range of industries, to include outdoor and equestrian products, sport-shooting,

nostalgia products, firearms and ammunition, western paraphernalia, costuming, and many other consumer product campaign opportunities. The intent to broaden and strengthen brand awareness of all affiliated companies and organizations amongst the Cowboy, Western, Outdoor enthusiasts, and Shooting Sports community is a primary goal of the event. By design, END of TRAIL is attractive and appealing to a vast range of age groups, not only in its competitions, but also in its spectator base.

## TARGET GROUPS & DEMOGRAPHICS

Cowboy Action Shooting™ competitors, conventioners, their families, friends, fans, and the spectators at END of TRAIL represent a very diverse audience with a large discretionary spending capability. END of TRAIL draws competitors and



spectators from across the country and around the world. Historically, more than 20% of the competitors at END of TRAIL have been women, significant as compared to many other shooting disciplines. Also of interest, Cowboy Action Shooting™ and END of TRAIL attracts participant spectators, spouses and friends of the competitors. END of TRAIL 2011 welcomed over 1000 competitors from all 50 states, as well as 17 foreign countries as they vied for the World Championship Title.

## **AN OVERVIEW OF END OF TRAIL**

END of TRAIL is a nine day event, held Saturday through the following Sunday each year in June. The venue for END of TRAIL is SASS' World Premiere Shooting facility, Founders Ranch, near Albuquerque, New Mexico. The 480-acre property located just 20 minutes east of Albuquerque features 18 world class shooting bays, competition and exhibition arenas, an old west town, exhibition bays, and can accommodate up to 650 RVs. The property is designed to welcome thousand of participants. The competition begins with the Wild Bunch Match and warm up matches continuing into team events and side matches on Wednesday. The Main Match, the World Championship of Cowboy Action Shooting™ begins on Thursday, following mandatory safety meetings and the grand opening ceremonies held Wednesday evening. Competitors participate in twelve individual stages over Thursday, Friday, and Saturday, performing with six-guns, rifle, and shotgun in combination in each of the main match stages.

Saturday ends with END of TRAIL's legendary evening of entertainment and celebration. Truly the end of the trail for the match competitors, the Saturday evening function sees all the competitors, their guests, and conventioners dressed in their Old West finery for dinner, dancing, and good times.

Sunday starts with a simple Cowboy Church, and then competition resumes with the fast paced Top Gun Shootoff, team events, the final round of the High Noon Shootout and the World Championship Awards Ceremony.

## **THE OPPORTUNITY AWAITS**

A sponsorship commitment to END of TRAIL is a partnership with a reputable company and an event that has a 30 year proven track record of continued growth and success.

Please take a moment and review the customized partnership proposal that has been specially prepared for your organization. We look forward to



an opportunity for a mutually beneficial marketing partnership for years to come.

Numerous other partnership opportunities are available in all commitment and price ranges, variable terms, as well as branding and merchandising opportunities. We welcome the opportunity to negotiate the terms of your participation at your convenience.

We look forward to hearing from you!

## **QUESTIONS & CONVERSATION**

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## A History of **END of TRAIL**

The Nation's oldest and largest Cowboy Action Shooting™ competition and Wild West festival, END of TRAIL draws more than 1000 authentically dressed competitors from around the world to vie for the World Championship of Cowboy Action Shooting. The first END of TRAIL was held in 1987 in Coto de Caza, California and boasted 67 competitors. As interest and excitement in Cowboy Action Shooting™ grew, END of TRAIL competitor participation, SASS Club affiliations and SASS Membership grew along with it.

A western United States tradition dedicated to preserving the history of the Old West, END of TRAIL is not only a race for a championship title, it's also a dedication and celebration of the Old West Cowboy lifestyle, surrounded by a three-day festival open to the public and featuring traditional entertainment and activities for the entire family.

