

Shoot Like A Girl 2nd Quarter 2020 Results



Summary

2nd Quarter 2020 started with the COVID19 Pandemic. Shoot Like A Girl led the way as an informational resource to women during the first two months of the quarter. The team took decisive action and immediately modified operations to deliver service, via Facebook Live Sessions, to their followers and partners, as mandatory shelter-in-place orders were issued across the United States. Shoot Like A Girl also led the industry, resuming travel in June, in accordance with the country's re-opening guidelines.

Shoot Like A Girl conducted 28 Facebook Live sessions in the 2nd Quarter of 2020. Topics included Firearm Safety, Kids and Guns, Range Etiquette, Gun Cleaning, Archery, Hunting, Selecting a Handgun, Conversations with Kim Rhode, Six-time Olympian; and Kristy Titus, host and producer of Pursue the Wild; and many more; and even gardening on one of our "Ladies' Nights In" topics. The sessions were typically under a half of an hour, and averaged about 26 minutes in length, they were live streamed on Facebook and YouTube. Facebook analytics reports over 68,000 minutes viewed, with 9,300 engagements.

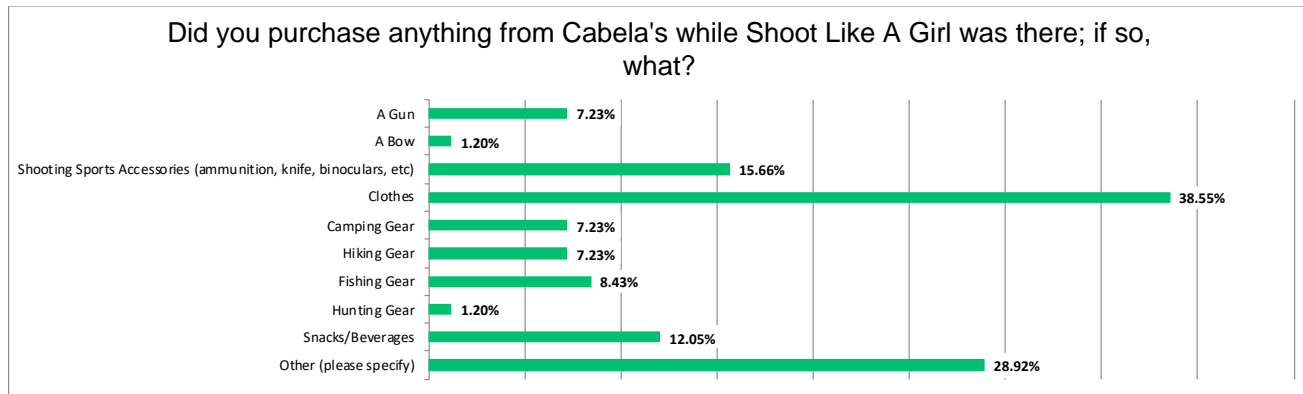
Shoot Like A Girl resumed travel in June and attended 3 events in the 2^d Quarter of 2020 at Cabela's in Missoula, Montana; a private event in Alder, Montana; and Cabela's at Post Falls, Idaho. At these events there were close to 350 participants inside the trailer. Unless otherwise specified, data presented in this report is as of July 13, 2020, with a confidence level of 85% and an 8% margin of error. There is an expectation that more surveys will be submitted.

COVID19 Protocols

Shoot Like A Girl initiated new operational standards to meet the CDC, State and local guidelines for having events with large crowds. The new process included utilizing a contactless virtual waiting line system, implementing social distancing in the mobile range, issuing free facemasks, eye protection, and having hand sanitation stations available. These procedures increased the waiting time for participants; some participants waited for over two hours to go through the Shoot Like A Girl experience. The gun counter and product display area remained a highly sought out experience. To comply with COVID19 requirements, participants and instructors practiced social distancing.

For more information, email info@shootlikeagirl.com

Shoot Like A Girl added a survey to measure customer satisfaction with the new COVID procedures. These results also measured sales during Shoot Like A Girl's event; finding that 62% of the participants purchased items inside Cabela's while they waited their turn. The graph below shows what they **purchased during the Shoot Like A Girl event**. The data has a 90% confidence level and 5% margin of error; applied to 337 participants.

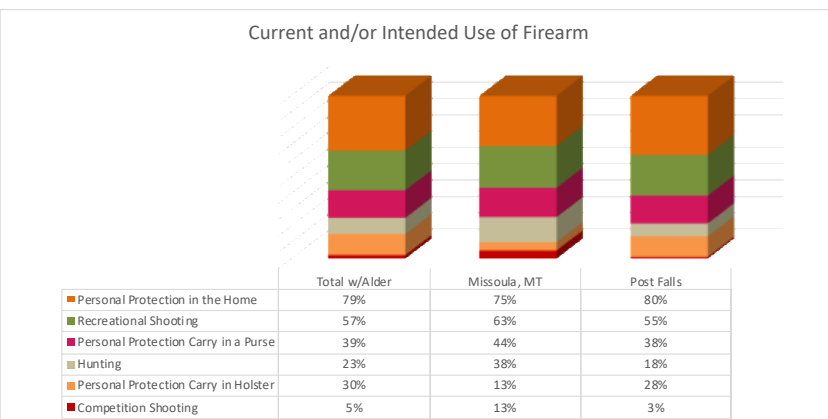
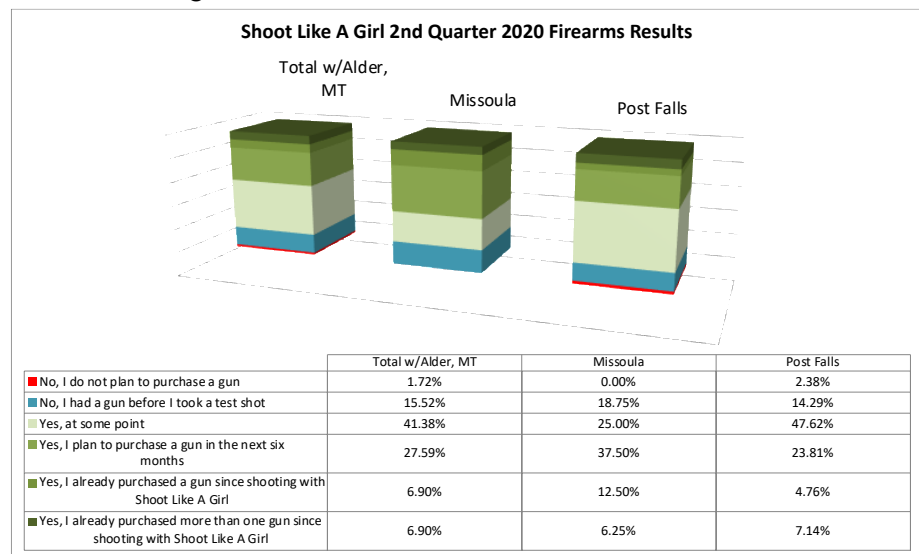


*Other included: shoes, a kayak and dog supplies.

Firearms Results

Shoot Like A Girl Events continue to increase firearms sales and potential sales. In the 2nd Quarter of 2020, estimated projected firearms sales total over 314 guns.

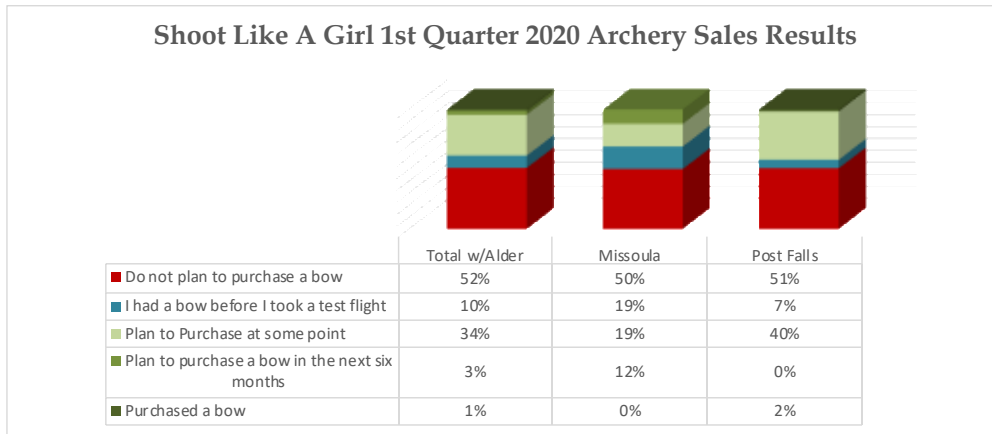
The chart to the right shows the total aggregate sales and the breakout by event. The different shades of green represent committed and actual sales, the blue represents current gun owners, and the red indicates respondents who said they would not purchase a firearm.



Participants were asked about their motivation for buying a firearm. This data highlights the importance of Shoot Like A Girl's efforts in creating additional sales in accessories: ammunition, holsters and concealed carry bags. The chart to the left displays the breakout, and applied to the 352 shooters of 2nd Quarter 2020 would result in 137 concealed carry bags and 106 holsters.

Archery Results

Shoot Like A Girl Events continue to result in archery sales and potential sales. In the 2nd Quarter of 2020, estimated projected bow sales total 133 bows. The breakout by location is below:



The Multiple Impact

Shoot Like A Girl has a ripple effect, as participants recruit new people to shooting sports. During 2nd Quarter 2020, 26% of the participants stated that they had gotten other people to try shooting sports since visiting Shoot Like A Girl. Additionally, Shoot Like A Girl identifies potential new hunters with 33% of the participants reported that they did not hunt, but wanted to.

The 2020 Shoot Like A Girl Coast to Coast Tour* Continues

- July 25-26: Cabela's, Kearney, NE
- August 1-2: Bass Pro Shops - Rogers, AR
- August 8-9: Bass Pro Shops, Broken Arrow, OK
- August 15-16: Bass Pro Shops - Oklahoma City, OK
- Aug 29-30: Bass Pro Shops - Little Rock, AR
- September 12-13: Bass Pro Shops Conservation Event - Table Rock Lake, MO
- September 19-20: Bass Pro Shops, Pearl, MS
- September 26-27: Cabela's - Charleston, WV
- October 3-4: Bass Pro Shops - Ashland, VA
- October 17-18: Cabela's - Garner, NC
- October 24-25: Bass Pro Shops - Myrtle Beach, SC
- November 7-8: Bass Pro Shops, Destin, FL

*Subject to rescheduling due to COVID19 travel restrictions



Client Testimonial

“Shoot Like a Girl was an awesome experience where I got to actually learn the fundamentals of holding a firearm and bow. This gave me so much confidence! I also got to look at handguns and test out which brand feels good in my hands, something I never knew was so important!” - Cabela's, Post Falls, ID

Client Testimonial

“I already have a bow, but it was great to be able to test different brands for when I'm ready to purchase a new one.”
- Cabela's, Missoula, MT



Client Testimonial

“Love that you are reaching out to your followers and sharing tips with women that are newly interested in shooting! Thank you for taking a tough time and turning it into something positive.” - Facebook Live

Client Testimonial

“The experience was a great way to give me confidence safely in handling a gun and it also started a discussion with my husband about having a gun in our home as a safety measure while he is at work.”
- Cabela's, Post Falls, ID

