

Shoot Like A Girl

3rd Quarter 2020 Results



Summary

3rd Quarter 2020 has seen a robust schedule with impactful results. An extremely diverse group of women in age, ethnicity, political point of view and economic level experienced Shoot Like A Girl events in 8 locations. Shoot Like A Girl continues to be the trusted and inspirational resource for women through Facebook Live presentations, newsletters and social content.

Shoot Like A Girl traveled over 4,000 miles to interact with over 700 women and their families at events in six states: Bass Pro Shops, Kearney, NE; Bass Pro Shops, Rogers, AR; Bass Pro Shops, Broken Arrow, OK; Bass Pro Shops, Oklahoma City, OK; Bass Pro Shops; Little Rock, AR; Bass Pro Shops Conservation Event - Table Rock Lake, MO; Bass Pro Shops, Pearl, MS; and Cabela's, Charleston, WV.

Shoot Like A Girl continued the Facebook Live sessions, every Tuesday at 9am central time. These 15 to 30 minute sessions covered a wide range of topics including: GLOCK Shooting Sports Foundation, Walther's Video Series, Julie Golob and Firearm Safety, Home Protection Plans, Rocky Mountain Elk Foundation, Sabre Pepper Spray, Children's Outdoor Adventure Books, Bowhunting, and more. Social media analytics report over 1.5 million impressions with just under 100 thousand engagements across Facebook and Instagram profiles.

The data presented in this report is for 3rd Quarter 2020, as of October 27, 2020 with a confidence level of 95% and an 6% margin of error. There is an expectation that more surveys will be submitted.

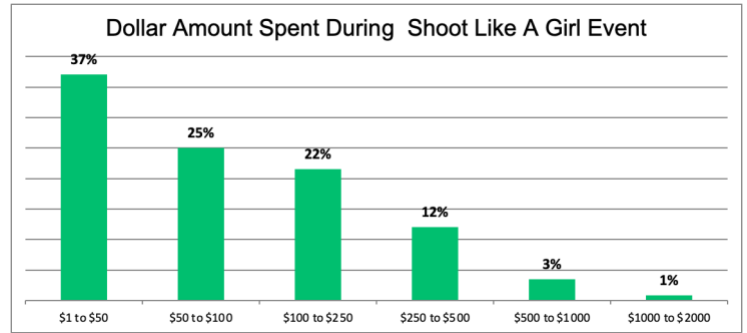
Improvements as a Result of COVID19 Protocols

Shoot Like A Girl initiated new operational standards that netted improvements in event interactions and activations. Although the experience has always been extremely impactful; it has grown to be more intimate and educational as a result of implementing COVID19 social distancing standards. For example, the trailer pre-COVID19 would be full of people either actively participating in the experience or waiting to participate. Now, there are only two instructors and two clients inside. This makes for a more personal interaction, while still maintaining the maximum through-put of participants. Additionally, because clients wait outside the trailer, product demonstration classes have been implemented throughout the day. Many of these improvements will continue post COVID19.

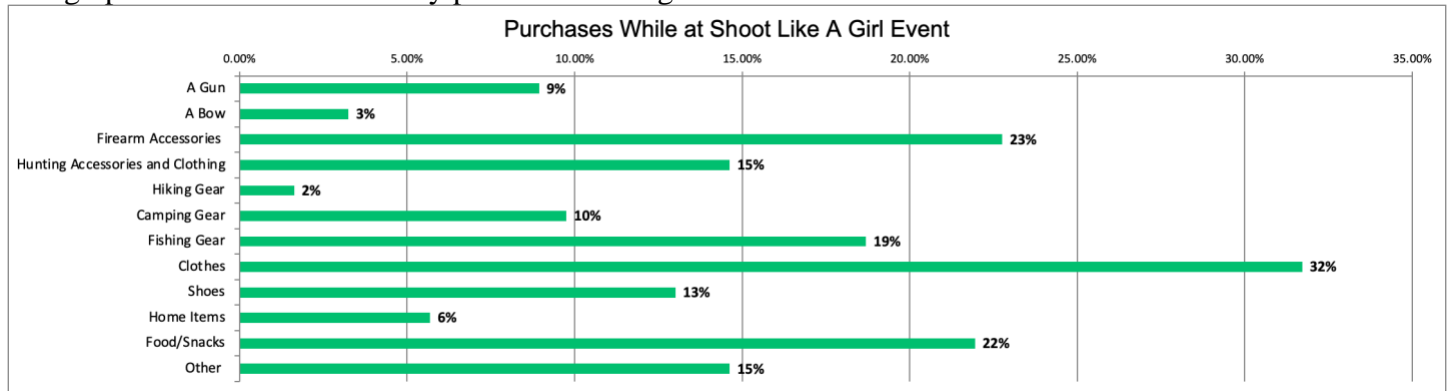
For more information, email info@shootlikeagirl.com

Shoot Like A Girl's Client Purchasing Power

The buying power of women can be seen in the survey results. Of the women who were at the store to participate in Shoot Like A Girl's experience, 88% of them purchased items at Bass Pro Shops or Cabela's. Over 38% of Shoot Like A Girl's clients spent more than \$100. Equally impactful, 51% of the participants report returning to the Bass Pro Shops or Cabela's where they participated in the Shoot Like A Girl experience. The average amounts spent can be seen in the chart to the right.



The graph below shows what they purchased during the Shoot Like A Girl event.

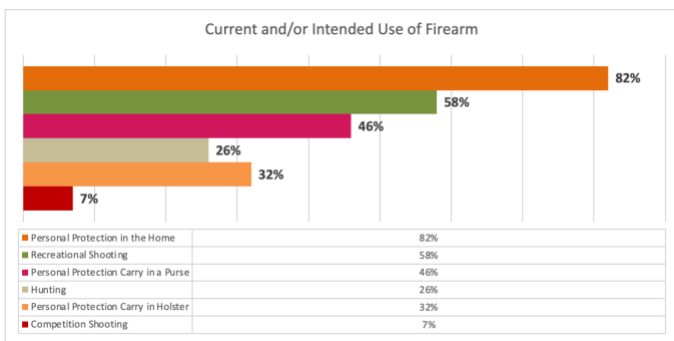
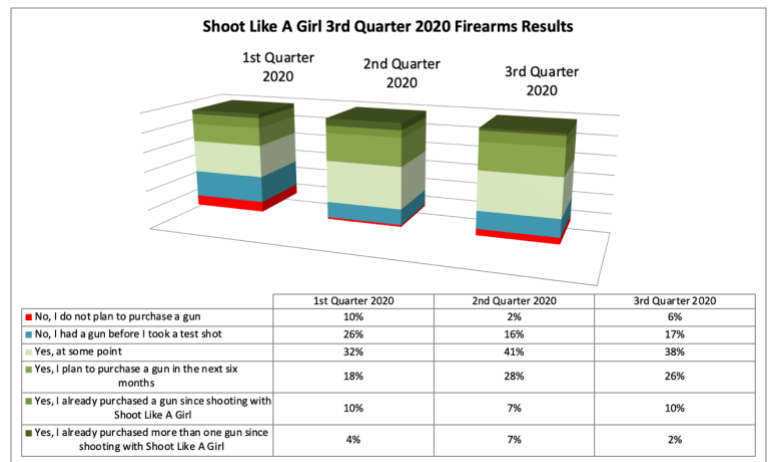


*Other included: knives, hats, boating gears, toys and attempts to purchase ammunition.

Firearms Results

Shoot Like A Girl Events continue to increase firearms sales and potential sales. In the 3rd Quarter of 2020, 76% of respondents purchased or committed to purchasing one or more firearms. Applied to the 711 attendees, the Shoot Like A Girl experience is estimated to net over 540 firearms sales in 3rd Quarter 2020.

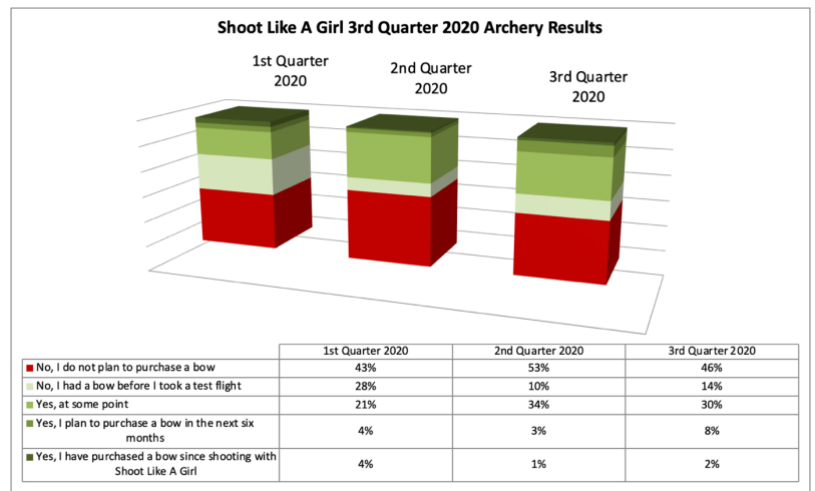
The chart to the right shows a comparison of year to date firearms sales results.



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 711 shooters of 3rd Quarter 2020 would result in 327 concealed carry bags and 228 holsters.

Archery Results

Shoot Like A Girl Events continue to result in archery sales and potential sales. In the 3rd Quarter of 2020, estimated projected bow sales total 284 bows. The chart to the right shows a comparison of sales between 1st, 2nd, and 3rd quarters of 2020.



The Multiple Impact

Shoot Like A Girl has a ripple effect, as participants recruit new people to shooting sports. During 3rd Quarter 2020, one third of the participants stated that they had gotten other people to try shooting sports since visiting Shoot Like A Girl. Over half of the participants already had a positive attitude towards firearms, and after attending a Shoot Like A Girl event, another 46% improved their attitude on firearms. Additionally, Shoot Like A Girl identifies potential new hunters with 31% of the participants reporting they did not hunt, but wanted to.

Boy Scouts Participate with Shoot Like A Girl

Shoot Like A Girl attended Fall Outdoor Days in Branson, Missouri sponsored by Bass Pro Shops in September. This weekend event was filled with Boy Scout Troops for across the region for fun filled activities. Shoot Like A Girl was able to adjust operations and provide firearm safety education to the scouts. The boy scouts competed in a rifle challenge and the top three troops received prize packs with gear from many of Shoot Like A Girl's corporate partners stuffed into coolers. Many moms and other women at the event were also afforded the opportunity to shoot a pistol, rifle and bow. Shoot Like A Girl is scheduled to return next year.



2020 Shoot Like A Girl Coast to Coast Tour Dates 4th Quarter

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

2021 SCHEDULE COMING SOON - with a minimum of 20 stops

*Subject to rescheduling due to COVID19 travel restrictions



Client Testimonial

"I loved every minute. Everyone was so nice, friendly, and very helpful. I learned a lot and had a great experience. I was more confident when I left. Thanks so much!!"

– Pearl, MS

Client Testimonial

"My experience with Shoot Like A Girl's Test Flight was fun. I didn't know the "power" of a Bow & Arrow!!"

– Little Rock, AR



Client Testimonial

"This was an amazing experience! I had never shot a bow before and now I can't wait to shoot again! I also want to thank the ladies for being patient with helping my 81 year old grandma shoot! She is still talking about it!"

- Bass Pro Shops, Oklahoma City, OK

Client Testimonial

"I attended to appease a family member who thought I would enjoy it. I AM SO GLAD I DID. I had shot some in the past but didn't really enjoy it. The ladies that were here doing the training were awesome! My attitude on shooting went from "Bleh, this is not fun" to ""Hey, I like this". Their knowledge was excellent, and their patience was great. I left there with a more positive attitude on shooting and am looking forward to going out and shooting again. Thanks, Shoot Like A Girl!"

- Kearney, NE

