



## QUARTERLY REPORT

### 1<sup>ST</sup> QUARTER 2021

*SLG2, Inc - P.O. Box 1211, Athens, AL 35612*



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# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## 2021 The Home of the Brave Tour

### SHOOT LIKE A GIRL STARTS 2021 WITH A NEW LOOK!

As an entrepreneur, each year I look for ways to take Shoot Like A Girl to the next level. I analyze how can we up our game, so to speak, to continue to earn the support of Corporate Partners, to increase our reach and most importantly, continue to empower women with confidence. The 1<sup>st</sup> Quarter of 2021 has seen the reveal of our new full wrap, new processes to inform our guests through product demonstrations, and planning for the implementation of a new experience, Hunt Like A Girl.

The new wrap definitely upped our look. The goal was to have our rig look similar to the Bass Pro Shops/TrueTimber's NASCAR #9 car driven by Noah Gragson and JR Motorsports hauler.



During COVID, we realized we had our guests waiting in line. To keep them engaged we began conducting product demonstrations. We have formalized our processes for these little mini-informational and sometimes interactive presentations while they wait. As COVID restrictions lift, this opportunity will remain as a permanent station for our guests to experience.

We have added taking new hunters hunting for 2021. We just completed our first Bass Pro Shops/Cabela's CLUB Signature event, but the results will have to wait for 2<sup>nd</sup> Quarter's Report. Shoot Like A Girl will host a total of five hunts (currently) in 2021.

All in all, 2021 has started at a sprint in a marathon. We plan to stay strong and agile as Shoot Like A Girl continues to deliver results for our Corporate Partners, safety messages to our guests and their families and empower women with confidence.

Sincerely,

Karen Butler  
President/Founder SLG2, Inc.

\*The data is compiled from a survey sent to guests 3 weeks post their experience with Shoot Like A Girl; and is as of April 28, 2021; with a Confidence Rate of 90% with a 6% Margin of Error

# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## Summary of Events

### THE HOME OF THE BRAVE TOUR:

In the 1<sup>st</sup> Quarter of 2021, 664 women (and 15 wounded veterans) participated in Shoot Like A Girl's experience to shoot a pistol, rifle and bow. We had stops at Bass Pro Shops in Fort Myers and Daytona, FL; Pearland and San Antonio, TX; and a special event with Bass Pro Shops Conservation Department in Tampa, FL, where we were able to accompany wounded veterans on a fishing trip and open of the trailer for a friendly shooting competition.

Shoot Like A Girl's mobile range traveled 4,267 miles; we used a total of 59 hotel rooms, and 36 round trip airline tickets, 4 rental cars and lots of meals, and well...several scoops of ice cream!

Shoot Like A Girl gives back. We are so appreciative of the people in the communities we visit that this year, we decided to donate \$100 to local charities supporting military and/or first responders.

In Fort Myers, FL we donated \$100 to Wolfhounds Legacy, a 501c3 nonprofit organization. Their mission is rescuing and training dogs to become certified service animals for the benefit of veterans with PTSD.

In Daytona, FL we donated \$100 to the Daytona Beach Police Foundation, a 501c3 organization that raises money to purchase equipment and provide training and education opportunities for Daytona Beach police officers. We met some of their bomb squad team while we were there!

In Pearland, TX we donated \$100 to South Texas Chapter of Folds of Honor, a 501c3 that provides educational scholarships to the families of military men and women who have fallen or been disabled while on active duty in the United States Armed Forces.

In San Antonio, TX we donated \$100 to Soldiers' Angels that provides aid, comfort, and resources to the military, veterans, and their families.



# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## Demographics of Guests

This year, our survey added capturing the demographics of our guests. We noticed that our attendees were a bit older, perhaps because we started out the Shoot Like A Girl Home of the Brave Tour in retirement communities. We also noticed more families were attending to research options for home protection for both the wife and her husband.



### GUESTS' AGE:

- 2% - 17 to 20 years old
- 4% - 21 to 29 years old
- 14% - 30 to 39 years old
- 27% - 40 to 49 years old
- 29% - 50 to 59 years old
- 24% - 60 years old or older

### GUESTS' ETHNICITY:

- 72% Caucasian
- 3% African American
- 14% Hispanic or Latino
- 2% Asian or Asian American
- 1% American Indian or Alaska Native
- 1% Other
- 7% Prefer not to answer





# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## Firearms Statistics

### GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 20% Shot Frequently
- 37% Shot Infrequently
- 20% Shot Years Ago
- 23% Had Never Shot



### 463 FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE. GUESTS REPORTED THE FOLLOWING:

- 12% purchased one or more than one firearm
- 23% already owned a firearm
- 25% committed purchases in next 6 months
- 10% will not purchase a firearm
- 30% committed purchases at some point

### TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE:

- 73% Committed Pistol Sales
- 14% Committed Rifle Sales
- 9% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 76% Home Defense
- 54% Target Shooting for Fun
- 37% Concealed Carry in a Purse
- 31% Concealed Carry in a Holster
- 12% Hunting
- 4% Competition



### IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 44% of Guests had an improved attitude/opinion of firearms
- 54% of Guests already had a positive attitude towards firearms

### RECRUITMENT:

37% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## Archery Statistics

### GUESTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 6% Shot Frequently
- 9% Shot Infrequently
- 26% Shot Years Ago
- 59% Had Never Shot

### 241 BOW PURCHASES OR PLANNED PURCHASES, SINCE SHOOTING IN THE SHOOT LIKE A GIRL TRAILER:

- 6% already owned a bow
- 3% bought one or more bows
- 34% plan to buy a bow(s)





# 1QT-2021 – THE HOME OF THE BRAVE TOUR

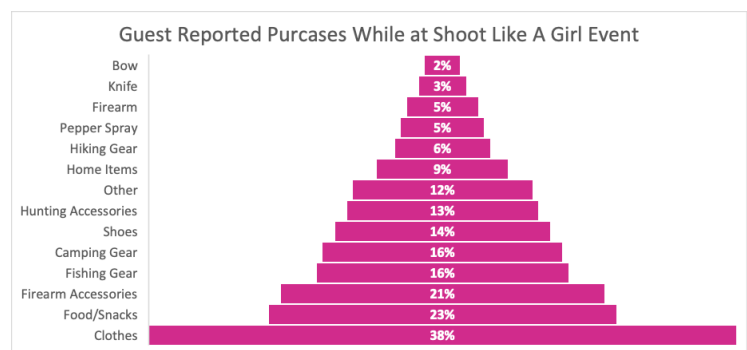
## Impact at Events

### REASON FOR VISITING BASS PRO SHOPS AND/OR CABELA'S

- 54% of Shoot Like A Girl's guests visited Bass Pro Shops and/or Cabela's specifically to participate in Shoot Like A Girl's experience
- 48% of Shoot Like A Girl's guests returned to shop at Bass Pro Shops and/or Cabela's since participating in Shoot Like A Girl's experience

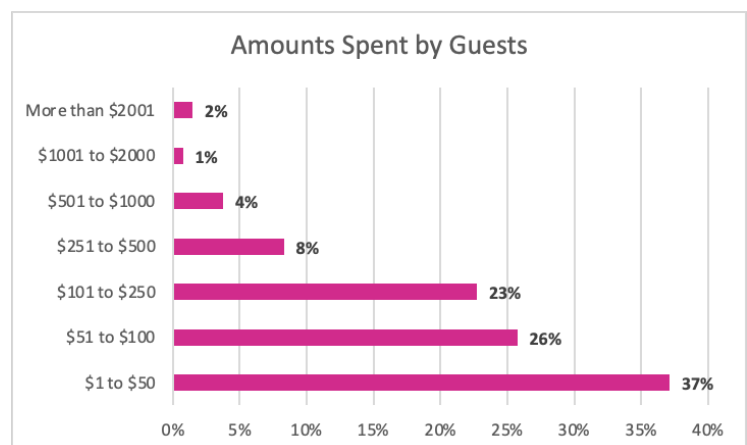
### SALES REPORTED BY GUESTS:

- 82% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event or in the weeks following. The items purchased can be seen on the chart to the right.



### DOLLAR AMOUNTS SPENT REPORTED BY GUESTS:

- The amount of money spent by Shoot Like's guests who shopped while at attending the event is reported in the chart on the right.



### MANAGER/LEADER TESTIMONIAL:

“The brand meshes extremely well with Bass Pro. It is a top-notch outfit that executes at a high level and is run very professionally. It fills a void in the market with women and the outdoors allowing women to actively participate on site.” Todd Blanchard, GM, Bass Pro Shops, Daytona, FL

# 1QT-2021 – THE HOME OF THE BRAVE TOUR

## Guests' Testimonials

"It was an amazing experience. All the ladies were so warm and full of knowledge. They made me feel so **comfortable and powerful** at the same time." - Michelle, Fort Myers, FL

"It was a very **positive experience**. The girls were professional yet very kind, friendly and encouraging. I learned quite a lot actually." - Cindy, Fort Myers, FL

"I really enjoyed it. Just being able to handle the guns and bow took away some of the mystery and made me more **confident** to possibly **purchase** a gun in the future." Gloria, Daytona, FL

"I really enjoyed the experience. I would not have shot a bow if it weren't for this experience and I am now **interested in learning** more about the sport!" - Alyssa, Daytona, FL

"Loved it! The ladies were very knowledgeable and friendly. Made me **very comfortable** with my experience. We **drove 3 hours** to get to this event and would do so again. Recommend it." - Deborah, Pearland, TX

"Very impressed with the instructors we had. They were extremely knowledgeable, efficient. They were patient and gave me **encouragement and confidence**. This is so important to women. **Thank you, Bass Pro, Cabela's and your corporate partners** for doing this for women!!" - Michelle, Pearland, TX

"It was such a fun experience. I loved that I was able to be **confident** while there and then took that **confidence** with me." – Lori, San Antonio, TX

"I took my mom and it helped her become **more comfortable** holding and shooting a gun and myself to **purchase** the right gun for my personal protection. I have and will continue to recommend that ALL women check out Shoot Like a Girl!!" – Summer, San Antonio, TX



# 1QT-2021 – THE HOME OF THE BRAVE TOUR



## 2021 Shoot Like A Girl - Home Of The Brave Tour

February 6-7, 2021	Bass Pro Shops - Fort Myers, FL
February 10-14, 2021	Bass Pro Shops - Daytona, FL
March 6-7, 2021	Bass Pro Shops - Pearland, TX
March 20-21, 2021	Bass Pro Shops - San Antonio, TX

April 10-11, 2021	Cabela's - Waco, TX
April 22-25, 2021	Cabela's - Wichita, KS
May 1-2, 2021	Bass Pro Shops - Council Bluffs, IA
May 22-23, 2021	Cabela's - Hammond, IN
June 12-13, 2021	Bass Pro Shops - Lawrenceville, GA
July 17-18, 2021	Cabela's, Farmington, UT
July 22-25, 2021	RMEF Festival, Park City, UT
August 5, 2021	Private Corporate Event
August 7-8, 2021	Bass Pro Shops, Springfield, MO
September 9, 2021	Private Corporate Event
September 25-26, 2021	Bass Pro Shops - Colorado Springs, CO
October 2-3, 2021	Cabela's - Albuquerque, NM
October 9-10, 2021	Cabela's - Lubbock, TX
October 23-24, 2021	Bass Pro Shops - Katy, TX

\*NOTE: More events awaiting finalization!

