



## QUARTERLY REPORT

# 4<sup>TH</sup> QUARTER 2021

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



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# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## 2021 The Home of the Brave Tour

### SHOOT LIKE A GIRL COMPLETES THE 2021 HOME OF THE BRAVE TOUR!

In the 4th Quarter of 2021, we wrapped up the 2021 tour with 430 signed in guests. We traveled to the beautiful mountains of New Mexico, through the plains of Texas to Concord, North Carolina. We also hosted two hunts: a pheasant hunt in Kansas and a duck hunt in Texas. Both hunts were extremely special for me because I had our dogs working those hunts.

New Mexico by far wins one of the prettiest places we've been. We went for the 1<sup>st</sup> week of Balloon Fest, and the trailer was framed by a sky filled with hot air balloons. We had to miss one planned stop to Lubbock in 4<sup>th</sup> quarter, due to circumstances beyond ours and Bass Pro Shops control. However, we finished the tour with a strong total of 2,815 guests signed in for the year.

The data in this report is for 4<sup>th</sup> Quarter of 2021. As we end the year, me and the entire team at Shoot Like A Girl wishes to thank our corporate partners who enable us to offer the experience of shooting, the message of firearm safety and the joy of the outdoors to our guests and their families across the country.

I wish you very happy and prosperous New Year.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.

\*The data is compiled from a survey from guests who visited Shoot Like A Girl from October 1<sup>st</sup> to November 18th, 2021. The survey was sent to guests 3 weeks post their experience with Shoot Like A Girl; and is as of December 16, 2021; with a Confidence Rate of 95% with an 8% Margin of Error



# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Summary of Events

### THE HOME OF THE BRAVE TOUR:

In the 4<sup>th</sup> Quarter of 2021, 430 people participated in Shoot Like A Girl's experience to shoot a pistol, rifle and bow. We had stops at Cabela's in Albuquerque, New Mexico; Bass Pro Shops in Katy, Texas; and Bass Pro Shops in Concord, North Carolina.

Shoot Like A Girl's mobile range traveled 2,143 miles; we used a total of 36 hotel room nights, 19 round trip airline tickets, 3 rental cars and lots of meals!

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. 4<sup>th</sup> Quarter 2021 Donations went to the following charities:

The New Mexico Law Enforcement Officers Fund. Our donation provides support for men and women of law enforcement and their families in times of crisis. They also promote programs and public safety initiatives.

The Volunteer Firefighters Alliance, Katy, TX. The alliance programs include volunteer firefighter recruitment, fire safety and prevention education and a crisis support line for firefighters.

Cabarrus County Law Enforcement, Concord NC. Their mission promotes law enforcement goodwill by providing financial assistance to members of the community in crisis situations.



# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Demographics of Guests

This quarter the guests age returned to similar stats as the first part of the year. 7% of our guests did not wish to disclose their age.

### GUESTS' AGE:

- 3% - 17 to 20 years old
- 9% - 21 to 29 years old
- 17% - 30 to 39 years old
- 23% - 40 to 49 years old
- 31% - 50 to 59 years old
- 10% - 60 years old or older

### GUESTS' ETHNICITY:

- 57% Caucasian
- 8% African American
- 18% Hispanic or Latino
- 1% Asian or Asian American
- 4% American Indian or Alaska Native
- 12% Prefer not to answer



# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Firearms Statistics

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

- 29% Shot Frequently
- 32% Shot Infrequently
- 24% Shot Years Ago
- 15% Had Never Shot



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

- 14% purchased one or more than one firearm
- 30% already owned a firearm
- 18% committed purchases in next 6 months
- 5% will not purchase a firearm
- 33% committed purchases at some point

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

- 73% Committed Pistol Sales
- 25% Committed Rifle Sales
- 12% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 82% Home Defense
- 54% Target Shooting for Fun
- 40% Concealed Carry in a Purse
- 37% Concealed Carry in a Holster
- 23% Hunting
- 8% Competition



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

- 39% of Guests had an improved attitude/opinion of firearms
- 61% of Guests already had a positive attitude towards firearms
- 29% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl

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## Archery Statistics

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

- 5% Shot Frequently
- 15% Shot Infrequently
- 22% Shot Years Ago
- 58% Had Never Shot

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

- 5% already purchased a bow
- 41% plan to buy a bow(s)
- 9% already owned a bow





# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Impact at Events

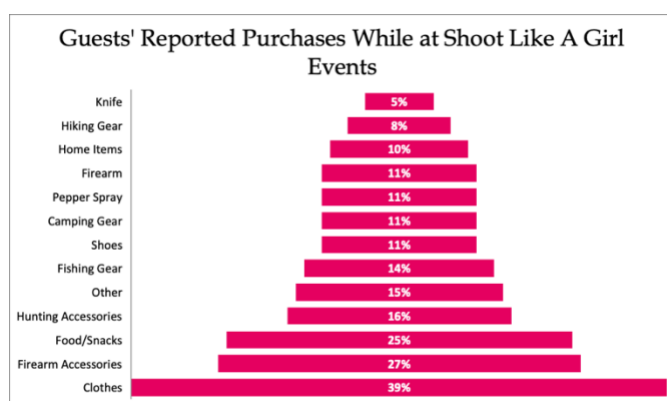
### REASON FOR VISITING BASS PRO SHOPS AND/OR CABELA'S

- 50% 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
- 53% 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:

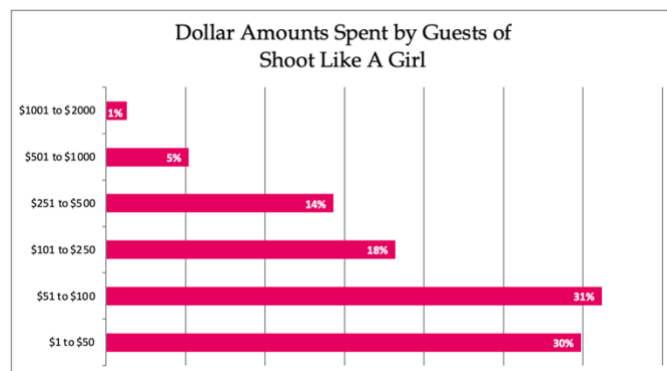
- 92% of Shoot Like A Girl's attendees reported purchasing items in Bass Pro Shops/Cabela's while at the event or in the weeks following. The items purchased can be seen on the chart to the right.

Note: Other indicates coffee, home items, toys and pet supplies.



### 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 TESTIMONIALS:

“Overall, it was a positive experience. The high visibility of the truck definitely drew people in. The steps the staff took to make people feel welcome was phenomenal. These ladies are incredible ambassadors for outdoor sports, and for Bass Pro Shops. I cannot think of an area in which they failed to excel.”

NOTE: Of the managers that replied to our survey:

- 100% saw increased sales while Shoot Like A Girl was at their store

# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Shoot Like A Girl Trailer Event Guests' Testimonials:

“The girls were so nice and made everything very comfortable and easy for me. Now I **can't wait** to get my **own gun** and one day **a bow**, now that I know I can shoot one.”

– Vanessa, Katy, TX

“What a treat!! I had no idea what to expect. The staff were friendly and exceptional with coaching! I'm so glad the portable range was designed for Shoot Like a Girl to promote **safe firearm use** and to **encourage** more **women** to take up either archery or recreational shooting! Outstanding!”

– Patricia, Albuquerque, NM

“Loved being able to get feedback on how to **improve** my skills it was awesome that it was female oriented and I felt completely **comfortable**.”

– Tiphani, Concord, NC

“It was a **fun experience**, I have never shot a gun because I am scared to death of it.”

– Diana, Katy, TX

“My experience was **amazing!** So much so that I brought my sons back a couple hours later and they got to participate. Thank you so much for the experience!”

– Andrea, Albuquerque, NM

“The experience was unexpectedly **wonderful!** I immediately felt a sense of sisterhood with the instructors. All the woman there were wonderful and **encouraging** and I had a blast. Thank you!”

– Mathilde, Concord, NC

“It was a great experience! Even though I have been to a shooting range many times I still **learned** a lot about hand guns. I **loved** shooting the bow too! That was a new experience. The ladies guiding us through the process were all really great too!”

– Regina, Katy, TX



# 4QT-2021 – THE HOME OF THE BRAVE TOUR

## Hunt Like A Girl

Hunt Like A Girl was created to address the need to break down barriers; so that women who say they want to hunt, but don't, can find a way to feel encouraged and empowered to go afield. In the 4th Quarter of 2021, 40% of the guests at Shoot Like A Girl trailer events said that they don't hunt, but wanted to. Shoot Like A Girl hosted 7 women on a pheasant hunt and 9 women on a duck hunt sponsored by Beretta. Below are a few comments from the guests.



### HUNT LIKE A GIRL TESTIMONIALS:

“I feel like the Shoot Like a Girl hunting experienced opened my eyes to being in group female settings and doing something I didn't think that I would enjoy. I really felt **encouraged** and **uplifted** even when I didn't know what I was doing and was doubting my abilities. I find myself thinking of ways I can hunt again soon and where and when to find the time to do it. It made me feel like I can do anything that I set my mind to and I can do something for ME even if others around me aren't interested. I really loved the feeling of **being out in nature** and the calm that it brought before shooting time.”

“The joy and wonder of conservation and hunting have **enriched my life** beyond words. It was an **incredible experience** to witness women not only being introduced to duck hunting but be allowed to learn shotgunning skills and conservation knowledge in a setting where they feel like they are not being judged.”

“I can't express it enough. It was out of my typical comfort zone and I **gained so much confidence** during this experience and learned so many skills I will continue to utilize the rest of my life.”



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## 2022 Sea To Shining Sea Tour

January 6 – 9:	Dallas Safari Club Expo - Dallas, TX
January 17:	NSSF - Range Day - Boulder City, NV (Restricted Attendance)
February 5 – 6:	Bass Pro Shops/Cabela's – Fort Worth, TX
February 17 – 20:	NWTF Convention- Nashville, TN
March 5 – 6:	Bass Pro Shops - Spanish Fort, AL
March 19 – 20:	Bass Pro Shops - Bossier City, LA
April 2 - 3:	Bass Pro Shops - Little Rock, AR
April 23 - 24:	Bass Pro Shops - Olathe, KS
May 14 - 15:	Cabela's - Grand Junction, CO
June 4 - 5:	Bass Pro Shops - Reno, NV
June 25 - 26:	Cabela's - Springfield, OR
July 9 - 10:	Cabela's - Tulalip, WA
July 21 - 24:	RMEF Mountain Festival- Park City, UT
August 6 - 7:	Bass Pro Shops - Auburn Hills, MI
August 20 - 21:	Cabela's - Columbus, OH
September 3 - 4:	Cabela's - Hamburg, PA
September 15 - 18:	Bristol Motor Speedway - NASCAR Event
October 1 - 2:	Bass Pro Shops - Morgantown, WV
October 15 - 16:	Cabela's - Round Rock, TX
November 5 - 6:	Cabela's - Glendale, AZ



