

# SLG2 INCORPORATED



QUARTERLY REPORT

3RD QUARTER 2023

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

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## 2023 15-Year Expansion Tour

### DEFINING SLG2, INC AND CELEBRATING SUCCESS

As we continue to celebrate 15 years in business, I am surprised when people confuse us for a non-profit, membership club or shooting league. However, it also took *me* a long time to exactly define this incredibly unique and multifaceted business. In short, SLG2, Inc is an Event Marketing Company. I pride myself on building a business that creates wins for everyone involved: foremost our guests win by getting a free introduction to shooting sports and great products; our manufacturer partners win by showcasing their products; and our retail partner, Bass Pro Shops, wins by providing its customers with fabulous experiences and sales of goods that help our guests enjoy the shooting sports and the great outdoors. SLG2, Inc is a marketing company delivering results through interactive experiences to grow the number of people in shooting sports by empowering them with confidence.

We celebrate continued success in the 3<sup>rd</sup> Quarter 2023. We had over 1,500 signed in guests at nine events including a NASCAR race, a Professional Bull Riding rodeo and a Bass Pro Shops Club Experience.

*The Excellence in Safety Award* was created to recognize companies that go the extra mile in creating safe products and promoting safety. The 3<sup>rd</sup> Quarter Award will be presented to GSM Outdoors' Walker's brand to celebrate their commitment to safety equipment.

I'm looking forward to closing out this milestone 15<sup>th</sup> year in business with the same success we've seen so far. I am grateful for businesses who entrust us to market their companies and products; as we continue to grow the number of people who participate in shooting sports with confidence.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.

\*The data is compiled from a survey sent to 1,582 guests who visited Shoot Like A Girl and/or Safe LivinG from July 1 to September 30, 2023. The survey was sent to guests 3 or more weeks post their experience with Shoot Like A Girl; and is as of October 19, 2023; with a Confidence Rate of 95% and a 5% Margin of Error.

# 3QT-2023 – 15-YEAR EXPANSION TOUR

## Summary of Events

### THE 15-YEAR EXPANSION TOUR:

In the 3<sup>rd</sup> Quarter of 2023, 1,582 guests participated in nine experiences at Bass Pro Shops/Cabela's in Avon, Ohio; Hookset, New Hampshire; Woodbury, Minnesota; Hampton, Virginia; Cary, North Carolina. We provided Ruger employees with the Shoot Like A Girl experience at New Port, New Hampshire and Mayodan, North Carolina. We closed out the quarter hosting simultaneous events at the Bristol Motor Speedway for Bass Pro Shops' Night Race; and in Ridgedale, Missouri at Bass Pro Shops' Thunder Ridge Professional Bull Riding Rodeo.

The mobile ranges stay on the road; either parked at the previous or next store. The trucks logged 8,345 miles, traveling through 21 States (including NY), and using over 800 gallons of Fuel.

We also hosted a Bass Pro Shops/Cabela's Club Experience in collaboration with Vortex Optics in Barneveld, WI for 8 club members.



## Guest Demographics

This quarter we saw a continued increase in guests over 50 years old. Significantly, 53% of our guests are in the highest brackets of disposable income. Note: 2% of guests preferred not to report their age.



### GUESTS' AGE:

- 2% - 17 to 20 years old
- 15% - 21 to 29 years old
- 10% - 30 to 39 years old
- 18% - 40 to 49 years old
- 33% - 50 to 59 years old
- 20% - 60 years old or older

### GUESTS' ETHNICITY:

- 87% Caucasian
- 3% African American
- 3% Hispanic or Latino
- 1% Asian or Asian American
- 1% American Indian or Alaska Native
- 0% Native Hawaiian or other Pacific Islander
- 0% Other
- 5% Prefer not to answer

### GUESTS' GENDER:

- 60% Female
- 38% Male
- 2% Prefer not to answer



## Firearm Statistics

### GUESTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SLG2:

- 35% Shot Frequently
- 34% Shot Infrequently
- 18% Shot Years Ago
- 13% Had Never Shot



### FIREARM PURCHASES AND PLANNED PURCHASES, SINCE EXPERIENCE WITH SLG2:

- 13% purchased one or more firearms
- 23% committed purchases in next 6 months
- 30% committed purchases at some point
- 25% already owned a firearm
- 9% will not purchase a firearm

### TYPE OF FIREARM PURCHASES AND PLANNED PURCHASES, SINCE EXPERIENCE WITH SLG2:

- 57% Committed Pistol Sales
- 29% Committed Rifle Sales
- 14% Committed Shotgun Sales

### INTENDED PURPOSE FOR FIREARM:

- 76% Home Defense
- 67% Recreational Shooting
- 32% Concealed Carry in a Purse
- 36% Concealed Carry in a Holster
- 29% Hunting
- 14% Competition



# 3QT-2023 – 15-YEAR EXPANSION TOUR

## IMPROVED ATTITUDE OF FIREARMS SINCE EXPERIENCE WITH SLG2:

- 28% of Guests had an improved attitude/opinion of firearms
- 68% of Guests already had a positive attitude towards firearms

## RECRUITMENT:

- 28% of Guests recruited other people to try shooting sports since visiting Shoot Like A Girl and/or Safe Living



## Archery Statistics

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

- 12% Shot Frequently
- 19% Shot Infrequently
- 25% Shot Years Ago
- 44% Had Never Shot

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

- 12% already owned a bow
- 2% already purchased a bow
- 29% plan to buy a bow(s)

Note: Data is only from Shoot Like A Girl's experience – data from 1,253 participants





## Guest Testimonials

“It was a **great experience** and the ladies were awesome. I have my conceal carry already and own a handgun. My friend did not. We did it twice and she is now going to **buy a pistol** and complete the **conceal carry course**.” – Sharon, Bristol, TN

“My wife was with me and had **never shot** a bow before until then now she **wants one**, and she has never shot an AR; glad for the experience, thank you!” – Daniel, Bristol, TN

“Great experience. I **was nervous** and they calmed my fears and talked me through it. It was a **great experience!**” – Jessica, Ridgedale, MO

“I absolutely loved it and while I would have considered myself **gun-phobic** before going, now I would **consider owning a gun**.” – Sarah, Hookset, NH

“The Ladies were all super sweet and **knowledgeable**, and had a great tips. I brought my sister who doesn't have a lot of knowledge with firearms and she had a **great time!**” – Dorothy, Newport, NH

“I **learned** a few things about the **pepper spray** options, positioning my **conceal and carry purse**.” – Jennifer, Woodbury, MN



## Shoot Like A Girl Schedule

JAN 16	Range Day - Boulder City, NV (Invite Only Event)
FEB 16-19	Bass Pro Shops - Daytona, FL (Daytona 500)
MAR 4-5	Bass Pro Shops - Tampa, FL
APR 1-2	Bass Pro Shops - Garland, TX
APR 14-16	NRA Annual Meeting – Indianapolis, IN
MAY 4-7	Bass Pro Shops - Sunset Hills, MO
MAY 20-21	Bass Pro Shops - Clarksville, IN
JUN 10-11	Cabela's - Centerville, OH
JUN 24-25	Bass Pro Shops - Rossford, OH
JUL 15-16	Cabela's - Avon, OH
JUL 28	Corporate Event - New Port, NH
JUL 29-30	Bass Pro Shops - Hookset, NH
AUG 12-13	Bass Pro Shops - Hampton, VA
AUG 18	Corporate Event - Mayodan, NC
AUG 26-27	Bass Pro Shops - Cary, NC
SEP 14-16	NASCAR - Bristol Motor Speedway
SEP 30-OCT 1	Bass Pro Shops - Kodak, TN
OCT 14-15	Bass Pro Shops - Chattanooga, TN
NOV 4-5	Cabela's - Glendale, AZ
NOV 4-5	Cabela's - Glendale, AZ
NOV 6	Corporate Event - Prescott, AZ



## Safe Living Schedule

JAN 16	Range Day - Boulder City, NV (Invite Only Event)
FEB 4-5	Bass Pro Shops - Prattville, AL
MAR 11-12	Cabela's - Buda, TX
MAR 25-26	Bass Pro Shops - OKC, OK
APR 16-19	Bass Pro Shops Club Turkey Hunt, Great Bend, KS
MAY 6-7	Cabela's - Kansas City, MO
JUN 3-4	Bass Pro Shops - Altoona, IA
AUG 5-6	Cabela's - Woodbury, MN
SEP 15-17	Professional Bull Riding – Ridgedale, MO
SEP 21-24	Bass Pro Shops CLUB SLG/VORTEX Experience



