



# HUNTING FILM TOUR



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**HUNTING  
FILM TOUR**

*YOUR STRATEGIC PARTNER  
IN CHARITABLE AND  
CONSERVATION FUND  
RAISING EVENTS*



**HUNTING  
FILM TOUR**

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[HUNTINGFILMTOUR.COM](http://HUNTINGFILMTOUR.COM)

## ABOUT THE HUNTING FILM TOUR

The Hunting Film Tour (HFT) has quickly become THE entertainment event of the year for North America's diverse hunting community. The Hunting Film Tour screens in over 75 cities and provides the platform to showcase the industry's best independent outdoor film makers. The goal of HFT is to energize the industry, inspire filmmakers and showcase cutting edge films that both entertain and educate outdoor enthusiasts. We are enjoying explosive growth and are looking forward to another very exciting year. **The Tour will be stronger than ever, there have been improvements to in-house camera and editing technology combined with the elevated skills of the competitively selected filmmakers.** The show reel is a compilation of the best films in the industry and has created the new standard in hunting film production & entertainment.

HFT has become one of the most anticipated events in the hunting industry for sportsman, conservation groups and industry manufacturers alike. As a result, demand for events has exceeded our ability to visit all feasible markets and it is impossible for us to accommodate all venue requests as part of the corporate hosted tour. To rise to this wonderful challenge we have developed a program that enables independent promotion of Hunting Film Tour events in cities not included on the HFT Tour. **We invite you to join us!**



## ABOUT HOSTING AN IP EVENT

**HFT invites you to bring the Tour to your community through an Independent Promotion (IP) event. Increase awareness of hunting and wildlife conservation through a staged event featuring our powerful films.** We offer a proven way to entertain, inspire and motivate audiences in your region. The event can be used to raise funds for a local or national organization, gain exposure for a conservation campaign and highlight local industry brands or retailers. We encourage you to consider joining with others who have introduced this inspiring event to their community.

**It is easy and affordable to host a screening.** We provide turnkey event support complete with the films, customized promotional materials and a proven online ecommerce framework for ticket sales. You have to select and book an appropriate venue and then reach out into your community to bring the event together. An event can be hosted within a few weeks if you have a well-defined plan. **The timing of the HFT Tour is such that it heralds the start of a new season. IP Events are not restricted to our schedule and can be successfully staged throughout the year.** For the established hunter the event provides inspiration before the new season kicks off, for the novice it is an introduction to a variety of hunting experiences and an opportunity to “hang out” with the experts. For the hunting industry it is a unique platform to introduce new products & brands to a responsive & engaged customer. The films are chosen to allow any audience member including those that do not hunt enjoy the beauty and excitement in the films and the overall entertainment provided by the event. As such it is an effective fund raising tool for sporting clubs and other charitable & conservation organizations.

If you are interested in hosting an Independent Promotion (IP) event, please review the hosting guidelines. The **HFT** IP program has been set up to be independent of the hosted Tour schedule and the **HFT** staff **do not** travel to your venue. You choose the date and time that works for you, find a suitable venue and we will then help build your program and provide you with customized promotional materials, ecommerce support and a high definition DVD that is properly formatted and ready to go!

If you have questions or want more details please contact us at [gary@huntingfilmtour.com](mailto:gary@huntingfilmtour.com)



# MARKETING SUPPORT FROM HUNTING FILM TOUR FOR IP EVENTS

## National Promotions for your Event

Exposure from National Ad campaigns executed for the HFT Tour. Your event receives unique exposure from a customized schedule page on the HFT Website, which is further linked to our Social Media Facebook, Instagram and Twitter. This allows multiple interactions with other outdoor enthusiasts which will draw further attention to your event. In executing your event we provide Sweepstakes Entry Forms that allow us to collect contact and demographic information of your Event attendees. We digitize this data and use it to build a database to promote your HFT Event to each year.

## Local Promotions for your Event

- Customized posters.
- Customized electronic flyer for email.
- Marketing campaigns.
- Customized tickets.
- Customized Sweepstakes Cards.

## Event Promotion

- Google Map highlighting event location on the HFT website Schedule & Event page. Attract attendees from both local and adjoining markets.
- Event Page which is customized for every market & event. This can include descriptions of special parties, club or retail demonstrations, free food etc. Recognition of sponsors and charities through brand logos and links. Be creative! Design your own and send to us.
- HFT electronic flyer sent out via email to local mailing lists previously gathered from sweepstakes cards handed in at prior HFT events.
- Promotional Stoke Reel available to promote your event. This can be displayed locally on websites and other social media to improve local event promotional activities.

## Event Management

- Online ticket sales through the HFT Schedule & Event page.
- Specify, monitor and adjust the online quota as needed.
- Set market appropriate prices, pass fees along to online purchasers.
- Detailed google map & directions on event page highlighting theater location.

## HFT Sweepstakes Prizes

- All attendees are eligible for the Grand Prize offered by our generous national sponsors.

## Charity & Conservation Fund Raising Events

- Hunting Film Tour events are an excellent tool for conservation and charitable organizations to stage a fun, interactive fund raiser. We encourage IP show hosts to reach out to their local network within their community and obtain donations and utilize live and/or silent auctions, raffles and on stage giveaways to raise funds.

**We invite you to join the Backcountry Hunters & Anglers, South Dakota Wildlife Federation, Ducks Unlimited and numerous other groups and take full advantage of our comprehensive IP Program. We look forward to working with you to ensure success in staging a first class HFT Event!**



## PRICING FOR HUNTING FILM TOUR IP EVENTS

### Event Licensing Fee and Promotional Package: \$500

#### IP Package Includes:

- National promotion - customized event page listed on the HFT website. Customized events posted on the HFT Facebook & Twitter sites. Listing in national advertising campaigns carried out for the hosted HFT Tour.
- Local promotion - customized tour posters & customized e-flyer.
- High Definition HFT show reel on a ready to play DVD (Blu-ray or Standard).
- Online ticket sales through the HFT Schedule & Event page. The required number of online ticket sales can be specified, monitored and adjusted as necessary.
- Customized tickets available for sale through local conservation organizations and retailers.
- Eligibility in the Hunting Film Tour's Grand Prize Sweepstakes (contingent on return of HFT Sweepstakes Cards).
- Unlimited telephone and email support.

#### IP Package Does NOT Includes:

- Venue selection & venue contractual obligations including, but not limited to deposits, fees and insurance.
- Projection equipment, lighting and sound system.
- Technician for digital equipment.
- Local marketing and promotion.
- Local ticketing & ticket sales.
- Support staff and volunteers.



# GUIDELINES FOR HUNTING FILM TOUR (HFT) INDEPENDENT PROMOTION APPLICATION

So you're interested in hosting a show? Now that you have reviewed the IP information please go to [www.huntingfilmtour.com](http://www.huntingfilmtour.com) and submit your application for review or e-mail [gary@huntingfilmtour.com](mailto:gary@huntingfilmtour.com), you can also give us a call at 403.968.0748 anytime, we are always happy to chat hunting!

1. Find a suitable location, venue and select preferred date(s) and time.
2. Contact us via phone or email to discuss and confirm your planned event date(s) and location.
3. Complete the HFT IP Event Application and submit via email using the PDF Application or online web based form.
4. HFT will post your Event live on the website, email you additional Event execution instruction and courier DVD's.
5. Once your Event is completed we will email an invoice, please make cheque payable to Hunting Film Tour and mail to:

Hunting Film Tour  
PO Box 95, 9-728 Northmount Drive NW  
Calgary, Ab  
T2K 6J8

If you have any questions please contact us by email at [gary@huntingfilmtour.com](mailto:gary@huntingfilmtour.com) or phone 403 968-0748



## INVITATION TO SUBMIT THE IP EVENT APPLICATION FORMS

The Hunting Film Tour tours the continent with a hosted Hunting Film Tour (HFT) event schedule. We reserve the right for “first event” of the HFT in those cities designated on the corporate hosted schedule. Cities that are not on the hosted tour schedule are open to applications for Independent Promotion (IP) events. For an updated listing of the hosted HFT and IP schedule, visit our website [www.huntingfilmtour.com](http://www.huntingfilmtour.com). Cities that are included on the HFT hosted tour can be available for IP events after the “first event” date scheduled for the tour has passed. All applications for HFT IP events must be completed and submitted in full before a location and date can be approved. Applications for all IP event requests will be processed on a first come first served basis. Theater booking confirmation and all payments and liabilities relating to the use of the theater, staging the event and local promotional activities are the responsibility of the Applicant. After the application is approved a \$500 non-refundable payment is required to confirm the booking. After receipt of this payment all advertising and promotional materials relevant to the event will be posted on to the HFT website. Promotional materials will be sent out either when the payment is received or no less than 4 weeks before the scheduled event. All collateral materials including the HFT program DVD and the completed Sweepstakes Cards must be returned to the Hunting Film Tour within 14 days following the last scheduled event. Applicants are strictly prohibited from making a replica or copy of the HFT DVD.

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CLICK WHERE YOU WOULD LIKE TO FILL OUT FORM

**DIGITAL FORM**

**ONLINE FORM**

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If you have any questions please contact us by email at [gary@huntingfilmtour.com](mailto:gary@huntingfilmtour.com) or phone 403 968-0748







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