

INTRODUCING OUTDOOR ROADMAP

Outdoor Roadmap (www.outdoorroadmap.com) is a one-stop website that attracts new “potential” hunters, archers and shooters and delivers the information and tools to help them become active in the sports of their interest. Outdoor Roadmap offers incentives to encourage outdoor sports enthusiasts to take hunter education, learn about their sports, where to go, how to go, who to go with, rules and regulations and just about anything else a prospective or existing hunter would want to know. Our effort will be nationwide.

Texas Parks and Wildlife (TPW) is about to fully launch this new tool for recruiting hunters, shooters, and archers and as the first state to participate with Outdoor Roadmap, TPW is positioned to be national leader in this innovative effort.

When a newcomer registers on Outdoor Roadmap and takes the online hunter training course they earn incentives from sporting goods stores, manufacturers, vendors and other partners. Outdoor Roadmap’s incentives will help us get more people into hunting, shooting and archery. Outdoor Roadmap has invested millions in this project and is currently rolling it out nationwide with each State Fish and Wildlife Agency as the primary partner (at no cost to these Agencies!).

Outdoor Roadmap provides incentives from national retailers, conservation organizations like Ducks Unlimited and National Wild Turkey Federation, outdoor publishers, manufacturers, and local shops and outfitters.

Outdoor Roadmap is currently looking for additional partners to provide incentives to help with this hunter recruitment and retention effort. We would especially like Texas centric incentives that would be attractive to Texans or visitors to Texas. Such examples include:

- Lodging (third night free, 25% off, kids stay free with paid adult, etc),
- Restaurants discounts, free kids meal, etc.
- Attractions passes
- Guided trips from outfitters
- Products that apply to Texas sportsmen and sportswomen

We are willing to explore any attractive incentives for hunters, shooters, or archers and their families. We think many of our users will be a new audience for your business.

As a non-profit public 501 (c) (3) organization, Outdoor Roadmap is exploring all options for partnerships. We have a significant marketing budget and will be exposing our partners to a national audience through our advertising and marketing efforts.

If you are interested in learning more about Outdoor Roadmap or discussing possible incentive offers, please contact:

Bruce McCloskey, Director of State Agency Relations and Partnerships
bmccloskey@outdoorroadmap.com