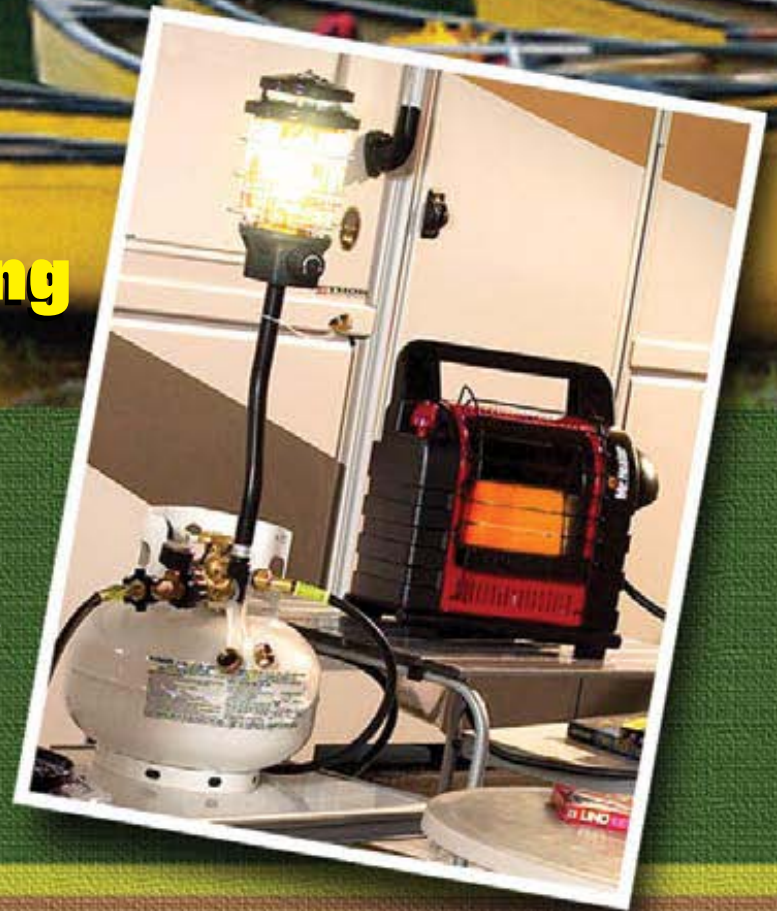


CAMP SAFE!

CampSafe® is a national camping safety awareness program

dedicated to providing outdoor enthusiasts of all ages with easy access to educational information and products that will help make camping and other related outdoor activities a safer and more enjoyable experience.



The logo for CampSafe! features the word "CAMP" in green and "SAFE!" in yellow, with a green triangle pointing upwards under the 'A' in both words.

CAMP SAFE!

A scenic background image of a campsite. A tan tent is pitched on a grassy bank next to a river with a small waterfall. The surrounding area is lush with green trees and foliage.

CampSafe® was founded in 1997 by a group of camping product manufacturers as a national awareness program dedicated to educating outdoor enthusiasts about camping safety and related outdoor products.

www.campsafe.org

**FOUNDING
SPONSORS**

Today, CampSafe continues to conduct ongoing public safety education activities which include:

- **Media Relations**
- **News Releases**
- **Public Service Announcements**
- **Safety Literature Distribution**
- **Outdoor Show Exhibits and Product Displays**
- **Online Traffic Building Efforts**
- **Links to Sponsor Web sites**



CAMP SAFE!

CAMP SAFE!

Each year, injuries and fatalities occur in camping related accidents across the United States. The CampSafe® program is an opportunity for outdoor product manufacturers, marketers, retailers and service organizations to unite everyone's concern for product safety through one united voice.

A CampSafe sponsorship not only helps raise awareness about outdoor safety, it also helps demonstrate your company's social responsibility and commitment to providing safety education for your customers.

Furthermore, a sponsorship in CampSafe proclaims to the public and the legal community that its sponsors have a commitment to encouraging the safe use of their products.

CampSafe sponsorship is easy: just fill out, email or fax the attached sponsorship form. We will follow up within the next week to answer any questions you may have. We look forward to your support and membership in this vital outdoor safety campaign.

Best regards,
Barry Tyo

Barry Tyo
CampSafe Representative



CAMP SAFE!

Achievements 1998-2008

- Distributed over one million free “Camp Safe. Camp Smart.” brochures through product packaging, campgrounds, state departments of natural resources, hunter educators, scouting organizations, internet and phone requests.
- Placed safety-related news releases and news stories in newspapers, radio and television programs throughout the United States.
- Exhibited and promoted CampSafe at outdoor hunting, fishing, camping and RV shows in Cleveland, Cincinnati, Chicago, Denver, Detroit, Harrisburg, Minneapolis, Orlando, and Niagara Falls.
- Participated in conferences for the International Consumer Product Health & Safety Organization, Outdoor Writers Association of America, and International Hunter Education Association.
- Fielded hundreds of calls each year through the CampSafe toll free information line.





2008 Program Strategies



Sponsorship Opportunities Expand sponsorships to increase product safety awareness, public relations activities and outreach event programs for the CampSafe program and Web site (www.campsafe.org).

Web site Promotion Initiate Search Engine Optimization (SEO) to establish the CampSafe Web site as a helpful camping safety information portal site with links to equipment, supplies, destinations and other outdoor activity resources.

Web site Section Sponsorships and Product Feature Pages Provide opportunities for product category section sponsorships on the CampSafe Web site (e.g. tents, campers, sleeping bags, etc.) and the creation of custom product feature editorial pages with links to sponsors' Web sites.

Safety Education Public Relations Provide and distribute safety information about program sponsors' products through an electronic press kit available through www.campsafe.org.

News Releases Write and distribute safety-oriented news releases specific to CampSafe sponsors product categories (e.g. propane heaters, insect repellents, knives, etc.).

Media Relations Continue media relations to promote outdoor safety and the CampSafe Web site through outdoor oriented magazine articles and broadcast interview opportunities. CampSafe is also a member of the Outdoor Writers of Association America (OWAA) and The National Association of RV Parks and Campgrounds (ARVC).

Consumer Outdoor Events Conduct educational outreach through the CampSafe exhibit at outdoor hunting, fishing and RV shows in various markets during the year. (e.g. Eastern Sports and Outdoor Show – www.easternsportshow.com)

Literature Distribution Redesign and distribute CampSafe brochure to include primary sponsors' products. Artwork also available to sponsors for customization as inserts in packages or on Web sites.

Provide Use of CampSafe Logo and reciprocal links from sponsors Web sites.

Sponsorship Benefits

Your Membership Makes A Difference. As a CampSafe sponsor, you will deliver a strong message about your company's commitment to safety to the media, the public, DNR officials, parks & campgrounds, and other outdoor educators.



Contributing Sponsor..... \$ 3,600 Annual

Six-Month Trial Sponsorship \$ 1,500

- **CampSafe Web site** www.campsafe.org
 - Company logo and/or product brand links on home page
 - Product page or category-specific section sponsorship
 - Logo listing on CampSafe sponsors' page
- **News Release Distribution** — One safety news release featuring your product(s) will be distributed during the year specific to OWAA and ARVC members.
- **CampSafe Electronic Press Kit** — Your safety news release will be included in the electronic press kit on the CampSafe Web site along with a link to your PR contact and Web site.

Supporting Sponsor..... \$ 7,500 Annual

- **CampSafe Website** www.campsafe.org
 - Company logo and/or product brand links on home page
 - Product page or category-specific section sponsorship
 - Logo listing on CampSafe sponsors' page
 - Custom Product Feature Page exclusive to promoting your product or brand
- **News Release Distribution** — One safety news release featuring your product(s) will be distributed during the year specific to outdoor consumer print and broadcast media lists – including OWAA and ARVC members.
- **CampSafe Electronic Press Kit** — Your safety news release will be included in the electronic press kit on the CampSafe Web site along with a link to your PR contact and Web site.
- **Media Relations** — CampSafe will provide media editors with your product information (and possibly products) in efforts to develop safety related articles and features.
- **CampSafe's Toll-free Information Line** — Questions regarding your products will be referred to your customer service line from CampSafe's toll-free call-in number.



Summit Sponsor..... \$ 15,000 Annual

- **CampSafe Web site** www.campsafe.org
 - Company logo and/or product brand links on home page
 - Product page or category-specific section sponsorship
 - Logo listing on CampSafe sponsors' page
 - Custom Product Feature Page exclusive to promoting your product or brand
- **News Release Distribution** — Two safety news releases featuring your product(s) will be distributed during the year specific to outdoor consumer print and broadcast media lists – including OWAA and ARVC members.
- **CampSafe Electronic Press Kit** — Your safety news releases will be included in the electronic press kit on the CampSafe Web site along with a link to your PR contact and Web site.
- **Product Feature in 25,000 “Camp Safe. Camp Smart.” Print Brochures** — You will receive a product feature paragraph and photo in 25,000 CampSafe brochures that will be distributed to campgrounds, state parks, outdoor shows and consumer requests.
- **Outdoor Show Exhibit Showcase Sponsor** — Includes product display and literature distribution at one consumer outdoor show or event in one major U.S. market targeting 100,000+ consumers during the year. (For example visit: www.easternsportshow.com).
- **Media Relations** — CampSafe will provide media editors with your product information (and possibly products) in efforts to develop safety-related articles and features.
- **CampSafe’s Toll-free Information Line** — Questions regarding your products will be referred to your customer service line from CampSafe’s toll-free call-in number.



Safety is everyone's responsibility and with your help, we can continue to provide easy access to product and safety information that helps to make outdoor recreation a safer and more enjoyable experience.

PLEASE FILL OUT THIS CAMPSAFE SPONSORSHIP FORM AND RETURN USING THE OPTIONS BELOW.

2008 Program Sponsor

Company Name:

Contact Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Email



Annual Sponsorship Levels

Summit Sponsor	\$ 15,000
Supporting Sponsor	\$ 7,500
Contributing Sponsor	\$ 3,600
Six-Month Trial Sponsorship	\$ 1,500



OR



Signature: _____ Date: _____

Additional Exclusive Program Options:

- 1. CampSafe Ad in *Camping Life* Magazine \$ 4,500
- 2. "Safety Talk" Radio Tour on outdoors radio shows (6-8 mkts) \$ 9,500
- 3. Regional outdoor TV program sponsorship with product/brand exposure (4 week to 13 week program) \$ 7,500

FOR MORE INFORMATION, CALL BARRY TYO AT 216.875.8860