



## ANNUAL REPORT

2022

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



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# SHOOT LIKE A GIRL ANNUAL REPORT

## To Our Corporate Partners

### THANK YOU – THANK YOU – THANK YOU

It seems these simple words are adequate, but inadequate at the same time. The company turns 15 years old in 2023, and our expansion plans are right on track with the business plan I wrote so many years ago. The idea for Shoot Like A Girl was dreamed up way before that, though. I remember having a conversation with my husband, Todd, about 20 years ago. I told him that I wanted to start a business that introduced women to shooting sports, because I had gained so much confidence when I first shot. I felt like every woman should at least have the opportunity to try it. We drew out ideas on napkins, and sold pink t-shirts that said, “I Shoot Like A Girl” at archery tournaments in Colorado with our good friends Anne and Kurt Geist. At that time, it was just an idea with a t-shirt, but that changed.

Todd came home from one of his many deployments as a U.S. Marine. Upon his return he went through a series of briefings, and it so happened he met, Hilary Claybourne. She was a business mentor at the Catalyst (which then was called the Women’s’ Business Center of North Alabama). She gave a presentation on the opportunities for entrepreneurship for Veterans and their families. She spoke with Todd afterwards, and he told her of my business idea, and she told him that I could reach out to her for help....and it was free. Todd had faith in me that I could make this happen, and he persisted to remind me of his meeting with Hilary. After several weeks went by, I finally met with her. I presented my business plan on a PowerPoint slide deck, and she proceeded to ask me, “what do you have to lose?”. This simple statement resonated with me, and I realized, I had nothing to lose. I took advantage of the Patriot Express Loan for Veterans and/or their family members, and with Todd by my side as my biggest supporter (with my Dad, Chuck, a close second) the company was started.

In 2022, we had 3,547 guests, and an estimated additional 8,868 attendees who participated without signing into the experience inside. This report reflects the impact of Shoot Like A Girl on those guests.

As we look forward to the future, there is much more to do. Our society has changed, and there is an ever growing need to share more than just the confidence that comes from shooting sports with women. There is a need to introduce men, women, families and communities to safe and responsible gun ownership. We will meet that need.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.

# SHOOT LIKE A GIRL ANNUAL REPORT

## Executive Summary

### SHOOT LIKE A GIRL ANNUAL REPORT

The Calendar Year 2022 Sea to Shining Sea Tour ended with a total of 3,547 guests at the trailer, and 56 guests on hunting adventures. Information on firearms and archery statistics from that tour is found in our quarterly reports posted at [Shoot Like A Girl](#).

This annual report represents data from two sources:

1. Data from guests who visited the trailer from July 1<sup>st</sup> of 2021 to June 30<sup>th</sup> of 2022 were surveyed at least six months from their experience with Shoot Like A Girl. This data has an 85% confidence rate; with a 6% margin of error; and is as of December 18, 2022. This data validates data reported in our quarterly reports, and shows the actual increases in shooting sports and outdoor enthusiasts over time.
2. Data from surveys sent to guests in the calendar year 2022, and has a 99% confidence rate, with a 5% margin of error.



# SHOOT LIKE A GIRL ANNUAL REPORT

## Demographics of Guests

Shoot Like A Girl continues to see an increase in the age of attendees. There remains a trend of families experiencing shooting sports together, and both individuals having limited experience. (2% of guests did not provide their age.)

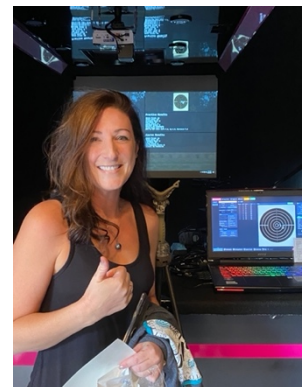


### GUESTS' AGE:

- 3% - 20 years old and younger
- 9% - 21 to 29 years old
- 19% - 30 to 39 years old
- 20% - 40 to 49 years old
- 30% - 50 to 59 years old
- 17% - 60 years old or older

### GUESTS' ETHNICITY:

- 77% Caucasian
- 2% African American
- 8% Hispanic or Latino
- 2% Asian or Asian American
- 3% American Indian or Alaska Native
- 8% Prefer not to report ethnicity





# SHOOT LIKE A GIRL ANNUAL REPORT

## Firearms Statistics

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

- 31% Shot Frequently
- 40% Shot Infrequently
- 19% Shot Years Ago
- 10% Had Never Shot



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

- 35% purchased one or more than one firearm
- 26% committed purchases at some point
- 6% committed purchases in next 3 months
- 16% already owned a firearm
- 10% committed purchases in next 6 months
- 7% will not purchase a firearm

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

- 69% Committed Semi-Automatic Pistol Sales
- 26% Committed Revolver Sales
- 11% Committed Modern Sporting Rifle Sales
- 20% Committed Traditional Rifle Sales
- 20% Committed Shotgun Sales

### INTENDED PURPOSE(S) FOR FIREARM:

- 74% Home Defense
- 58% Target Shooting for Fun
- 34% Concealed Carry in a Purse
- 35% Concealed Carry in a Holster
- 31% Hunting
- 8% Competition



### ATTENDANCE AT SHOOTING COURSE AND/OR BASIC SAFETY COURSE SINCE THE SHOOT LIKE A GIRL EXPERIENCE:

- 24% Have attended a shooting/safety course
- 27% Plan to attend a shooting/safety course
- 34% of Had previously attended a shooting/safety course

# SHOOT LIKE A GIRL ANNUAL REPORT

## Archery Statistics

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

- 12% Shot Frequently
- 15% Shot Infrequently
- 29% Shot Years Ago
- 44% Had Never Shot

### BOW PURCHASES OR PLANNED PURCHASES, SINCE THE SHOOT LIKE A GIRL EXPERIENCE:

- 9% already purchased a bow
- 30% plan to buy a bow(s)
- 16% already owned a bow

### SHOOT LIKE A GIRL INFLUENCED GUESTS' DECISIONS TO COMMIT TO PURCHASING A BOW:

- 20% by a lot, they would not have bought a bow without the Shoot Like A Girl Experience
- 40% reported Shoot Like A Girl helped them make their decision to start shooting a bow
- 40% would have purchased without the experience





# SHOOT LIKE A GIRL ANNUAL REPORT

## Impact at Events

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

- 42% 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
- 42% 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

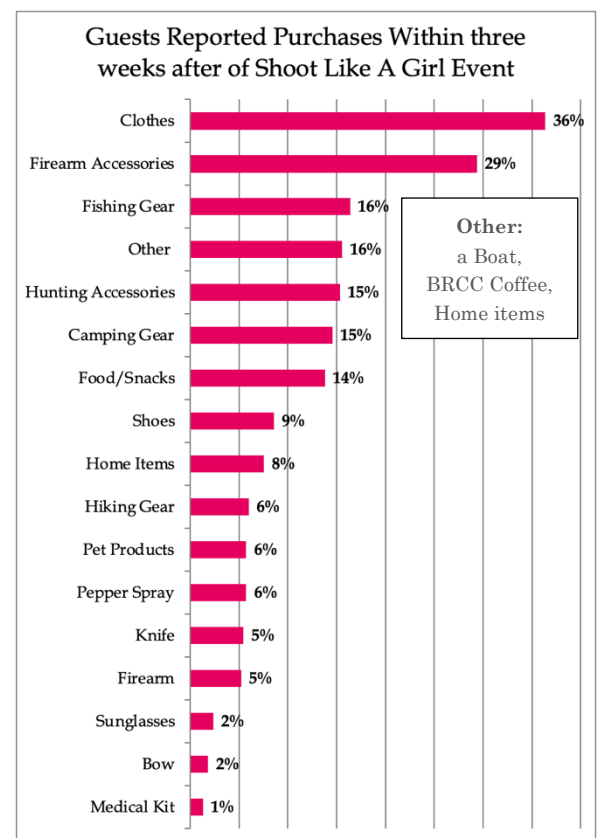
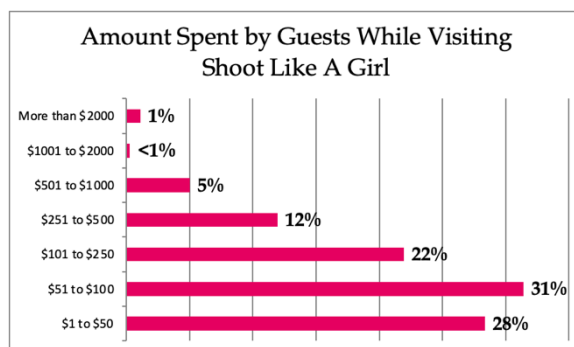
### SALES REPORTED BY GUESTS:

- 83% 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 a boat, coffee, and home items.

### DOLLAR AMOUNTS SPENT REPORTED BY GUESTS:

- The amount of money spent by Shoot Like A Girl's guests who shopped while at attending the event is reported in the chart below.



Bass Pro Shops and Cabela's set up "Proud Partners" displays to help our guests easily find and purchase the products seen at Shoot Like A Girl events.



# SHOOT LIKE A GIRL ANNUAL REPORT

## Impact to the Industry

### PARTICIPATION SINCE VISITING SHOOT LIKE A GIRL:

- 53% of Shoot Like A Girl's guests **recruited** more people to experience shooting
- 76% spent more time shooting and enjoying the great outdoors



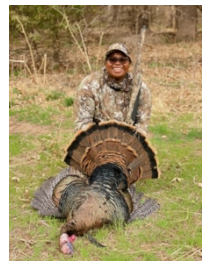
### IMPROVED ATTITUDE OF FIREARMS SINCE VISITING SHOOT LIKE A GIRL:

- 35% of Guests had an improved attitude/opinion of firearms
- 60% of Guests already had a positive attitude towards firearms



### HUNTING:

- 27% of Shoot Like A Girl's guests don't hunt, but want to
- Shoot Like A Girl conducted 6 hunts in 2022 (3 Turkey, 2 Pheasant and 1 Duck Hunt)
- Shoot Like A girl hosted a total of 56 women in all these all female hunting camps
- 100% of the Hunt Like A Girl guests surveyed said they would **recruit** others to hunt, too



### NEWS:

- Shoot Like A Girl featured in Gun Dog Magazine's Spring 2022 Issue
- Shoot Like A Girl featured in Carnivore by Recoil Magazine's August Issue
- Editorials and Articles from Shoot Like A Girl staff published by multiple outlets
- Shoot Like A Girl's press coverage for 2022 surpassed a reach of 82.5 million (Up 14% from last year).



### GIVING BACK:

- Shoot Like A Girl donated to Veteran's Hunting and Youth Shooting Programs



# SHOOT LIKE A GIRL ANNUAL REPORT

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

"The attendants were **fantastic**! I came in with my 65 year old mother that had never shot a gun before and they made her feel **confident, comfortable** and **safe**. Great program for first time shooters and experienced shooters as well! We live in CA so don't see much of that kind of opportunity over here. Thank you for all you do to **empower women**!"

– Katie, California

"I had a great experience with the ladies. I was **nervous** at first but they made me feel really **comfortable**. I wanted to go to the range after but the one at Bass Pro was closed. Thanks ladies for breaking the ice. Since this experience I was able to go to the range with **confidence**."

– Brenda, Auburn Hills, MI

"Went to event because I wanted to become more **comfortable** and confident with my **handgun**. This event definitely **helped** me gain **confidence** again."

– Debbie, Columbus, OH

"**We** now feel **comfortable protecting** our **family** at home."

– Tom, Kady, TX

"Helped my **children learn gun safety**."

– Brenda, Bonnerdale, AR

"The hunt had a major **positive impact** on my life. It was able to show me the awesome joy and peace you get from Turkey hunting. I was also able to learn and speak to like-minded women and mentors who love to hunt and shoot as well. I **learned** so much from each and everyone, from **hunting** and **shooting to life lessons**. This experience was **more** than just about the hunt. It also brought **awareness** that we all need to take a break from life to do more of the things that we love to do and what brings **peace** and **longevity**. I think that there should be more Karen Butlers in the world. I love what she has done and the motivation she gives to women hunters to get out there and do what we love and what others do not believe we can accomplish. She is the true definition of what you call a true role model."

– Cierra, Franklin, TN





# SHOOT LIKE A GIRL ANNUAL REPORT

## 2023 Schedule

### Shoot Like A Girl

JAN 16	Range Day - Boulder City, NV (Invitation 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 28-29	PBR - Ridgedale, MO
MAY 6-7	Bass Pro Shops - Columbia, 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

### Safe Living

JAN 16	Range Day - Boulder City, NV (Invitation 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 1	Bass Pro Shops CLUB HQ, Lincoln, NE
JUN 3-4	Bass Pro Shops - Altoona, IA
JUL TBD	(T) RMEF Mountain Fest - Big Sky, MT
AUG 5-6	Cabela's - Woodbury, MN
SEP 21-24	Bass Pro Shops' Club SLG/VORTEX Experience
OCT 23-25	(T)National Safety Council Expo, New Orleans, LA
NOV 4-5	Cabela's - Glendale, AZ
NOV 6	Corporate Event - Prescott, AZ