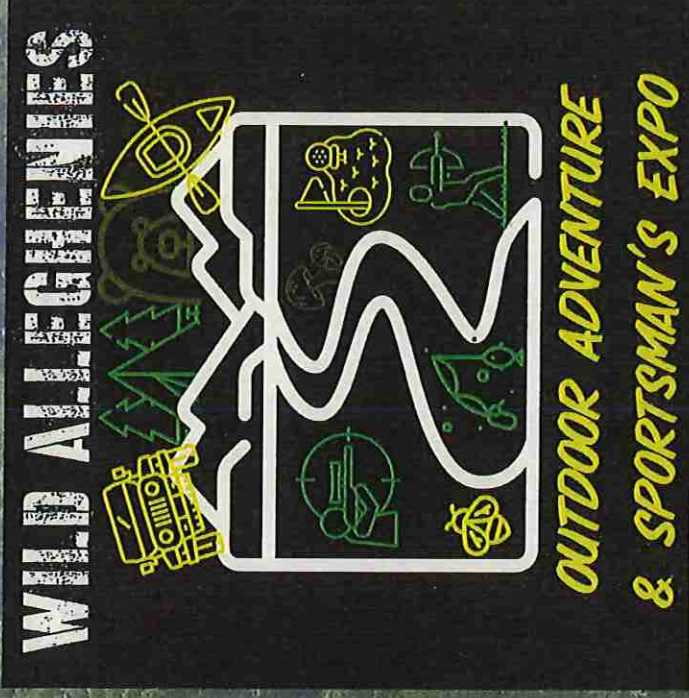


1st Annual Wild Alleghenies Outdoor Adventure & Sportsman's Expo at PNG Field, Home of the Altoona Curve

September 13, 2025
11 am - 8 pm



Vendor & Sponsor Information Kit

About the Event

The Wild Alleghenies Outdoor Adventure Sportsman's Expo is a hunting, fishing, shooting, archery, golf, camping, hiking, boating, caving, tennis, skiing, snowboarding, off-roading, foraging, bushcraft, backpacking, RV-ing, gardening, nature, wildlife, plants, and everything outdoor event for the whole family. Our expo encourages attendees to get outdoors, get active, explore their passions, learn new skills, and have a good time. Wild Alleghenies is set to be the biggest one-day annual outdoor show in Central Pennsylvania and the only fall outdoor show of its kind in Pennsylvania.

At the event we have many activities planned to draw a large crowd:

- * 300+ outdoor-related vendors
- * Food trucks
- * Expert seminars and demonstrations
- * Live entertainment & appearances
- * Hands-on skill demonstrations & contests
- * King or Queen of the Allegheny Mountains Off-Road Vehicle show
- * Fun Zone for Adults and Kids
- * Beer sales courtesy of the Altoona Curve
- * Prize giveaways throughout the day, winners must be present to win
- * PA Game Commission's Laser Shot Virtual Hunting Simulator
- * Golf or kick darts, cornhole, pickleball, & other outdoor games
- * Caricature artist, photo booths, and more!

Expected Attendance and Demographics:

Based on past events at PNG Field, our paid advertising reach which is highly targeted to outdoor sporting enthusiasts, the crowd size of the former Jaffa Sports Show, ticket sale pre-registrations, and the exposure that the Altoona Curve brings to the table, we expect an attendance of 3000-5000 people. Our target demographic is hunters, fishermen, gun owners, off-road/ATV riders, bow hunters, nature & wildlife lovers, foragers, gardeners, skiers, snowboarders, skateboarders, people who love to camp, RV owners, golfers, tennis players, bushcraft enthusiasts and more. We have something for the whole family, whether they like the thrill of outdoor adventures or just the relaxing and healing power of nature.



Event Promotion & Advertising

While this is the first year of a new annual event, our organizers have a combined 45+ years in event promoting, lead generation, and marketing. Many first year events fail because the organizers are afraid to invest the money it takes to pull off a successful event. We are committed to making this event the biggest one-day annual outdoor & sportsman expo in the Allegheny region and our partnership with the Altoona Curve will bring a lot of exposure to our vendors, business sponsors, and event attendees. We are also committed to our vendors and business sponsors who invest in participating in the expo by making sure foot traffic comes to each and every booth because our event is only successful if our vendors and sponsors are also successful.

Planned Advertising and Promotion:

- * The Wild Alleghenies Outdoor Adventure Sportsman's Expo is being promoted on radio/TV/newspapers/social by the Altoona Curve and will be on the Curve website's event schedule
- * Event listings on Visitpa.com, Eventbrite, and other regional and national major event sites
- * A minimum of 1000 event signs posted on main routes throughout the Allegheny region as well as all over Western & Central PA starting in late July
- * Eventbrite Sponsored listing & emails starting in March (Eventbrite audience is 93 million strong)
- * Promotion at the Blair County Game, Fish & Forestry "Blair Women Take Aim" event as well as other events in PA
- * Paid advertising in Mother Earth News (12,616 subscribers in PA & 49,022 total subscribers in OH, MD, VA, WV, & NY)
- * Paid advertising in Grit & Countryside (combined 13,684 subscribers in PA, OH, VA, WV, MD, & NY)
- * 50,000 paid impressions & sponsored "featured event" on Visitpa.com with a reach of 160,000 e-newsletter subscribers
- * 1000 rubber ducks with invites to King/Queen of the Allegheny Mountains put on Jeeps (plus rubber "bucks" on Broncos) all over Pennsylvania



Vendor & Sponsor Benefits

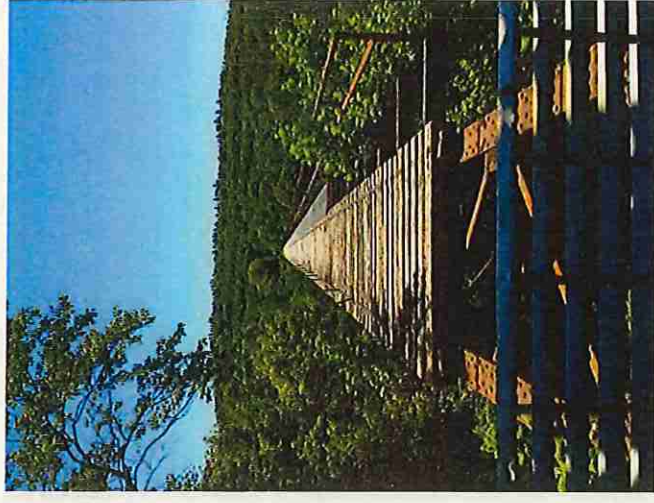
The event organizers will work one-on-one with each of our vendors and business sponsors to choose the right booth space and location for their needs, whether it is selling gear, educating people, generating sales leads or whatever goal they have in mind. We have a great layout planned to make sure all of our vendors and sponsors get maximum exposure & maximum foot traffic past their booth spaces. With fun activities spaced all through the event, we expect our attendees will stay and play at the expo, driving vendor and sponsor sales up.

Included in every booth space:

- * Free listing on event website with link to your website or social
- * Free listing in the event guide with your business name, address, email & contact number
- * Free announcement on the loudspeaker at the event
- * 10 free tickets to the event
- * 2 vendor passes (3 with double booth)

Opportunities for More Exposure:

- * Sponsorships for small businesses available from \$50-\$2500
- * Sponsorships for large businesses available from \$2500-5000+
- * Upgrade your free website listing to include a full color logo & promotional message
- * Upgrade your event guide listing to a full color 2x3 business card sized ad, 1/4 page, 1/2 page, or Full page
- * Put a promotional item, gift, business card, coupons, or brochures in our swag bags, passed out to the first 1000 attendees through the gate
- * Hang a banner in one of several prominent locations at the event
- * Upgrade your booth to a prime spot to reach event attendees as they are in the ticket line or passing through the gate to enter the event
- * Prize Giveaways - donate gift certificates, prizes, gear, products or services to the event to use as a prize giveaway and we will promote your prize in our advertising prior to the event, as well as announce your prize on the loudspeaker at the event
- * Speak directly to the crowd with your message on our loudspeaker or by scheduling a presentation or product demo on our event stage

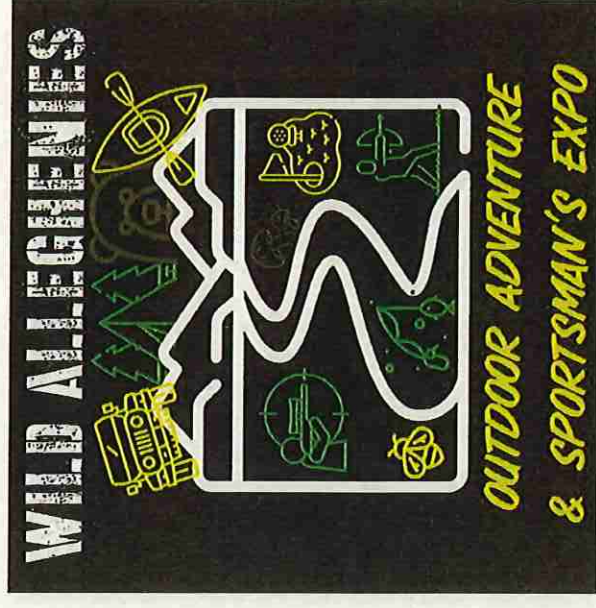


Planned Activities

Keep checking our website for our planned activities as we just went live and are still working on making our event awesome. One question we keep getting asked, "Is this the same as the Jaffa Sports Show?" and the answer is no. The former Jaffa Sports Show was permanently cancelled and we aim to bring a bigger and better outdoor show to the region. We heard the feedback from vendors and attendees of the former sports show and our general understanding is that they wanted more hands-on fun activities, live presentations, appearances, entertainment, and things for the whole family to do. We are focusing on fun and have made sure to have all of these things at our expo.

This is just a short list of what we have planned for our expo:

- * JEEP-ster Egg Hunt for the kids
- * Rock Wall
- * The PA Game Commission is bringing the Laser Shot Virtual Hunting Simulator
- * Duck pond where we draw rubber ducks for prizes
- * Camping photo booths with props
- * King or Queen of the Mountains Off-road Vehicle Show
- * Kick darts & golf darts
- * A golf pro will be there for a hands-on demo on perfecting your golf swing
- * 90's Movie Actor appearance
- * Hands-on archery demonstration
- * Live Music & entertainment
- * Axe Throwing
- * Prize Giveaways Every hour
- * Gun & Ammo sales
- * Cornhole tournament
- * Food trucks & beer sales
- * Pickleball hands-on demo
- * Expert carpenters from Integrity Construction and Windows building a mini deck on site with various hardwoods
- * Ask the expert sessions - from mushroom foraging to cooking wild game, we have experts on everything outdoors
- * and so much more to come!!!



<https://wildallegheniesoutdooradventureexpo.com>