LOOKING FOR IDEAS for National Shooting Sports Month events this August?

KICK-START YOUR PLANNING with what worked for businesses last year!

We all know promotions and discounts get people through the door; check out each category below for some different activities to work into your August 2020 calendar:

Family Days, Customer Appreciation Days

- **August is HOT** - “Summer Night” events keep it cooler and more fun!
- **Have a carnival** - Who doesn’t love shooting bowling pins, golf balls, playing cards, ducks, steel, zombies, splatter targets?!
- **Food and fun** - Hot dogs, corn-on-the-cob, a fish-fry; feed them and they will come!

Social Events, Charity Events

- **Promote your range’s shooting leagues**: add their meetings and range time to our National Shooting Sports Month national calendar for August!
- **Military/LE/First Responders Appreciation Days**: Show this community you appreciate all they do and have done.
- **Invite a local charity to any event** – food drives, blood drives, veterans’ groups. Have your customers bring items to donate as “admission” or simply to help.

Manufacturer / Product Demo Days

- **Invite your local manufacturer reps** to set up a booth for your customers to visit and see what’s new! Offer promotions or discounts if possible.
- **Demonstrate certain brands** and/or firearms on the range; let your customers give it a try!
- **“Try Before You Buy”** Let your customers try out whatever they’d like at a discount – maybe 5 shots for $5?

Need a little more help?

CONTACT US

Visit: ShootingSportsMonth.org
Contact: Ann Gamauf
Retail & Range Business Development Coordinator
National Shooting Sports Foundation
agamauf@nssf.org 203-426-1320 ext. 247
LOOKING FOR IDEAS for National Shooting Sports Month® events this August?

$ off lane rentals
+ONE Challenges, Weekends or Wednesdays
% off anything you sell
A Girl & A Gun League class, meeting or social event
Action Pistol league, match or shoot
Advanced classes
Annual event
(ex: 5th Annual Customer Appreciation Day!)
AR builds, classes
Basic and/or Beginner classes
Bowling Pin shoots
CCW classes
College Student Day(s)
Couples Nights / Date Nights
Cowboy Action matches, shoots
Customer Appreciation Day(s)
Defensive Classes
Demo Days
(have your local reps demo their products to your customers)
Family Fun Days, events, nights
FIRST SHOTS classes, events
Food & Fun at any event
FREE range days, seminars, shoots
Gifts - cards, giveaways, with purchase
GSSF matches, shoots
Gun Cleaning classes
Half-price discounts, promotions
“Happy Shooters Hours”
(no alcohol, obviously!)
Holster drawing & shooting classes
Home defense classes
Hunter education classes
IDPA matches, shoots
Intermediate classes
Introduction classes
Junior classes, events, shoots
Kids camps, classes, events, shoots
Ladies days, classes, events, nights
Learn to...
License to carry classes
Long range classes, clinics
Manufacturer Days
(goes along with Demo Days)
Members only classes, discounts, promotions
Membership Drives
Military / LE / First Responders discounts, promotions
National Shooting Sports Month discounts, promotions
Open Houses
Rimfire Challenges
Senior’s Days
Skeet matches, shoots
Sporting Clays matches, shoots
Steel challenges, matches, shoots
“Summer” days, nights events
Tactical classes
The Well-Armed Woman League class
(meeting or social event)
Trap matches, shoots
USCCA events
USPSA events
Veterans days, discounts, promotions
Women’s events
Youth events