MONARCH SPONSORSHIP
$75,000

- Four (4) RMEF Films Video Short Production Presented by
  - Includes dedicated product integration
  - Limit 2 companies per video short
- Two (2) Original Content Gear 101 Videos
- One (1) Elk Hunt for Sponsor Representative to be Filmed
- All Content to be Made Available to Sponsor
- Program Branding Alignment
  - 20x Presented by Logo ID on RMEF Films Dedicated Emails
  - 6x Presented by Logo ID on FP4C Bugle Ads Promoting RMEF Films Programming
  - Presented by Logo ID on RMEF Films Landing Page
- One (1) Sponsor Dedicated Full List Email Blast

IMPERIAL SPONSORSHIP
$50,000

- Two (2) RMEF Films Video Short Production Presented by
  - Includes dedicated product integration
  - Limit 2 companies per video short
- Two (2) Original Content Gear 101 Videos
- All Content to be Made Available to Sponsor
- Program Branding Alignment
  - 20x Logo ID on RMEF Films Dedicated Emails
  - 6x Logo ID on FP4C Bugle Ads Promoting RMEF Films Programming
  - Logo ID on RMEF Films Landing Page
- Two (2) Sponsor Inclusion in RMEF Group Email Blast

ROYAL SPONSORSHIP
$25,000

- Two (2) RMEF Films Video Short Production Presented by
  - Includes product integration where feasible
  - Limit 2 companies per video short
- One (1) Original Content Gear 101 Video
- All Content to be Made Available to Sponsor
- Program Branding Alignment
  - 6x Logo ID on FP4C Bugle Ads Promoting RMEF Films Programming
  - Logo ID on RMEF Films Landing Page

CONTENT DISTRIBUTION

RMEF Elk Network & www.rmef.org
RMEF Full Email List
RMEF Social Media with Paid Promotion

Analytics Available Upon Request
The Elk Network is the complete extension of our digital marketing strategies. All of our social media, email, and print advertising have components that direct users to find their way back to the Elk Network. It is the internet’s number one source for all things Elk and Elk Country. With a wide range of channels ranging from complete TV episodes, to hunting tips and tactics, to key wildlife issues and more, there is something for everyone. Place your brand in front of hundreds of thousands of users dedicated to Elk and the outdoors. Now featuring Android and iPhone apps with push notification abilities, the Elk network remains top of mind as the go-to source for the latest information.

**SPONSORED POST**

- $2,500 (including social boost where allowable*)
  *Subject to change
- Advertiser to provide content
- Content detail and YouTube/Facebook video embed link or JPEG at 1200x500 to 1200-700px
- Quantity – 2 per week

* RMEF adheres to Facebook advertising policies. Subject to change.
The Rocky Mountain Elk Foundation provides advertisers a simple way to extend their messaging and further engage readers through quality digital advertising. We offer informative and targeted marketing mediums that educate the consumer about today’s world of conservation and hunting and the outdoors.

**EMAIL MARKETING**

**DEDICATED “SPECIAL OFFERS FROM PARTNERS”**

- Distribution: 135,000
- Frequency: Two Per Month (limited quantity)
- Purpose: Advertiser is able to provide email creative that can be sent to the full RMEF email database promoting your product or service. These should provide a special offer exclusive to RMEF email subscribers.
- 700x900 - $6,875

**RMEF GROUP EMAILS “NEWSLETTER”**

- Distribution: 135,000
- Frequency: Two Per Month
- Purpose: Group emails are how RMEF stays in touch and lets our followers know what is going on with Elk and Elk Country. Higher frequency allows us to highlight top Elk Network Stories, official RMEF business, and release our RMEF Films, among other things. There are no more than 4 stories per group email, including 1 ad.
- Ad types available: Sponsored Elk Network Post
- $3,965
RMEF features multiple social and email marketing campaigns that extend throughout the year.

**ELK COUNTRY NEWS**

"NEWSLETTER"

- **Distribution:** 135,000
- **Frequency:** Monthly
- **Purpose:** The official RMEF newsletter for keeping hunters on the cutting edge of issues effecting elk country and how the RMEF is working to ensure the future of elk, other wildlife, their habitat and our hunting heritage.

- **Ad types available:**
  - Banner - 670x150 - $1,925
  - Button - 325x150 - $965

**FEATURED VIDEO SERIES**

Detailing RMEF’s good work throughout the country related to public access, conservation easements, and more.

- **Frequency:** 4 per month
- **Delivery:**
  - Elk Network sponsored post
  - Facebook
  - Email Blast
  - YouTube
- **Public Access Project Series**
  - onXMaps
- **Hunting Is Conservation**
  - Under Armour, Leupold, Danner, Yeti, Realtree, ALPS OutdoorZ, Cabela’s Outdoor Fund, Federal
- **Elk Country Chronicles**
  - Leupold
RMEF Social Media channels feature some of the highest engagement in the industry. This offers advertisers the opportunity to showcase their enthusiasm for conservation by expanding the reach of RMEF messaging. RMEF currently features over 517,000 Facebook followers, more than 198,000 Instagram followers, more than 40,000 Twitter followers and 13,800 YouTube subscribers.

**HASHTAG CAMPAIGNS**

Hashtag campaigns allow the sponsor to be associated with a popular social media hashtag. Sponsorship would consist of 52 weeks of posting content related to the hashtag with the sponsor’s appropriate social media tags related. Distribution would be placed on Facebook, Twitter, and Instagram and paid advertising would support the campaign. Examples, but not limited to, include:

- #TrailCamTuesdays – Wildgame Innovations
- #WapitiWednesday
- One Additional TBD

**ELK COUNTRY CALLOUT**

Elk Country Callouts are the perfect way to show your brand cares about Elk Country. These highlight a key project and feature advertiser’s brand.

- Frequency: 3 per month
- Price: $1,000
- A minimum of $200 will be used to boost the audience reach of the video on Facebook and may be targeted specifically to certain demographic. Sponsor will specify the demographic upon purchase of the asset.

**SUBMISSION REQUIREMENTS**

We support all popular ad types including GIF (animated and non-animated), JPEG and PNG. Creation of these ads are the responsibility of the advertiser. All files should be less than 100K in size. Please include URL for redirects to a specified web address.

Artwork must be received one month prior to distribution. Questions and submission of ads should be directed to webmaster@rmef.org.

The Rocky Mountain Elk Foundation reserves the right to refuse any advertisement that is not compatible with the RMEF’s mission or objectives.
WHO WE ARE

The mission of the Rocky Mountain Elk Foundation is to ensure the future of elk, other wildlife, their habitat and our hunting heritage.

HUNTING IS CONSERVATION

For more than 33 years the Rocky Mountain Elk Foundation (RMEF) has remained a leader in wildlife conservation and hunting heritage. RMEF work includes permanent land protection, creating or improving public access, habitat improvement projects and restoration of elk to native ranges. RMEF also advocates for science-based resource management and works to ensure the future of America’s hunting heritage.

HOW WE WORK

Additional advertising opportunities may be available. Contact our Director of Corporate Sales at 406-523-0272 for more information.