



ATA

ARCHERY TRADE ASSOCIATION

TAKING ARCHERY INTO COMMUNITIES,
AND COMMUNITIES INTO ARCHERY



ARCHERY TRADE ASSOCIATION

Archery Trade Association

“Uniting the Industry”



International archery
and bowhunting trade
association

USA Nonprofit
corporation

Celebrated 62 years
in 2015

Archery Trade Association

Membership - Categories



Manufacturers



Retailers



Distributors

Archery Trade Association

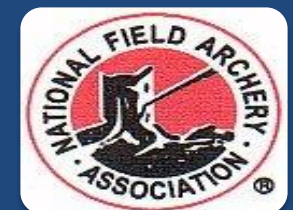
Membership Categories



Sale Reps



Media



NonProfits

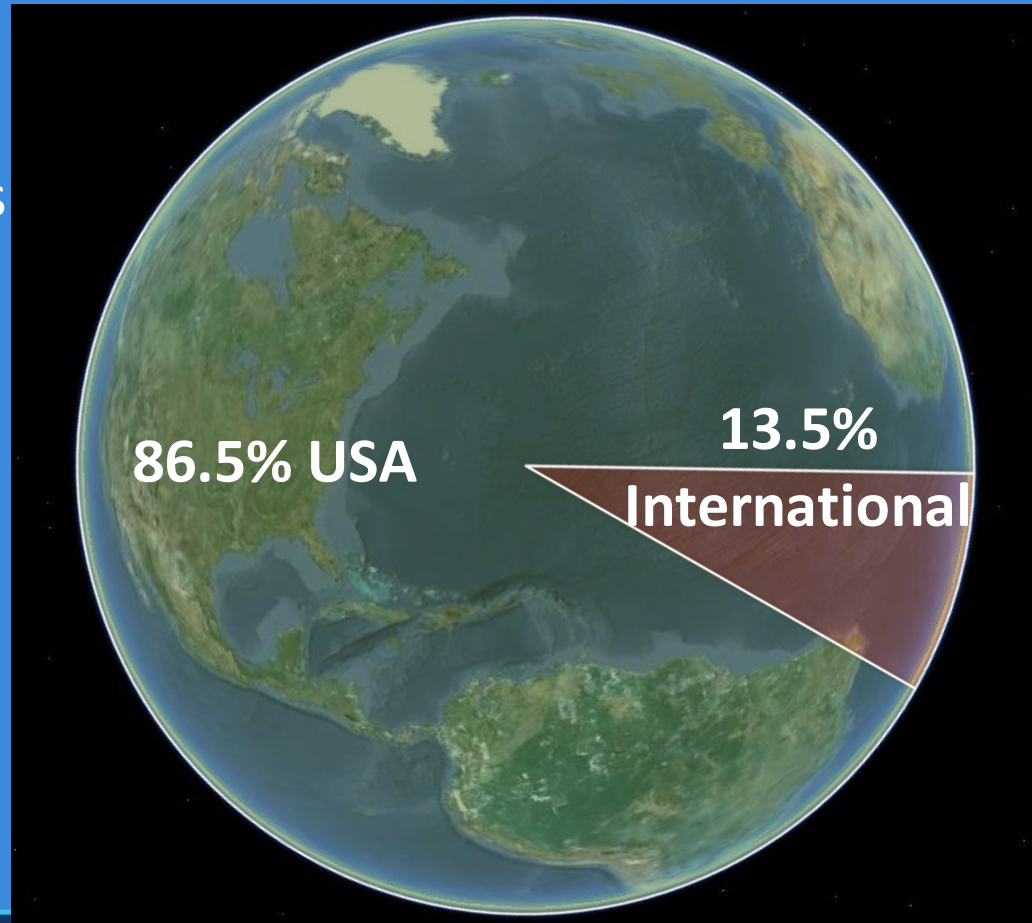
Archery Trade Association

WORLDWIDE ~2500 MEMBER COMPANIES

~ 650 Manufacturers

~ 1700 Retailers

~ 150 All Others



Archery Trade Association

INTERNATIONAL MEMBERS BY COUNTRY

Argentina: < 1%	Israel: < 1%	Slovenia: < 1%
Australia: 7%	Italy: < 1%	South Africa: 3.8%
Austria: < 1%	Japan: < 1%	South Korea: 3.8%
Belgium: < 1%	Malaysia: < 1%	Sweden: < 1%
Canada: 41.8%	Mexico: 2.1%	Switzerland: 2.7%
China: 4.9%	Netherlands: < 1%	Taiwan: 3.2%
Denmark: 1.6%	New Zealand: 2.7%	Thailand: < 1%
Estonia: < 1%	Pakistan: 1.6%	Tunisia: < 1%
France: 1.6%	Poland: < 1%	Turkey: < 1%
Germany: 5.4%	Russia: 2.7%	United Kingdom: 3.8%

Archery Trade Association



ATA owns and operates the world's largest archery and bowhunting trade show

ATA invests the trade show net proceeds to grow archery and bowhunting



ATA's Vision and Mission for Archery

➤ VISION:

A world where archery is available to people of all ages in the communities where they live.

➤ MISSION:

To facilitate the provision of archery programs, instruction, and facilities in every community.

ATA's Archery Strategy

To put a few archers on the Olympic Podium.....

.....you need hundreds of target archers.....

.....but we have to have thousands of recreational archers!



ATA's Outreach Program Goals

- Help develop Outreach Programs:
 - ❑ MUST develop a 3-5 year plan and budget
 - ❑ Hire staff and train instructors and coaches
 - ❑ Develop and implement sustainable programs
 - ❑ Provide initial and special project funding
- Help establish and maintain industry support
- Help capture and deliver potential archers

ATA Investment Update

- We've invested \$12+ million US in 44 US states and USA Archery for Outreach programs.
- We've supported staff, created and implemented programs and helped plan and develop local shooting facilities.
- We created and manage Archery360 as a social and digital platform to recruit archers.

ATA Investment Offer

To World Archery and all member Federations we would like to offer the following:

- Our experienced and highly capable staff who can:
 - ❑ Help create and implement programs
 - ❑ Help train and support instructors and teachers
 - ❑ Help get equipment and industry support
- Help developing a strong social and digital platform

ATA's Outreach Team

Jennifer Mazur – Manager of Interactive Media and Education



- Archer, bowhunter, Level 4 Coach
- Co-authored instructor certification programs and training aids
- Co-creator of introductory programs
- Leader of many archery training workshops, seminars and programs

ATA's Outreach Team

Michelle Zeug – Director of Archery and Bowhunting Programs



- Archer, bowhunter, Level 3 Coach
- Creator of the Community Archery Park shooting facilities
- Leader of many archery training workshops, seminars and programs
- Co-authored research reports on archery/bowhunting participation

ATA's Outreach Team

Teresa Johnson – Media and Public Relations Manager



- Archer, bowhunter, Level 4 Coach;
- Worked as public relations and social media consultant for USA Archery and World Archery
- USA Press Officer at 2012 Olympics
- Content Editor of Archery360 social, digital and online platforms.



Together, let's make archery as popular as football !!



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