



## **GEAR UP AND GO!**

COMING IN OCTOBER 2009

*Gear Up and Go!* was a huge success in 2008, earning rave reviews from our affiliate partners, sponsors and viewers. One third of Outdoor Channel's affiliates participated, using *Gear Up and Go!* to fuel local ad sales efforts, digital product sales offers and staff motivation programs. And more than 200,000 viewers responded to the *Gear Up and Go!* sweepstakes, telling us they loved the daily opportunities to win the ultimate outdoor-oriented Grand Prizes. Plus, our sponsors lined up to make this one of our most impactful promotions ever! Just some of the sponsors involved included:

Smith & Wesson  
Suzuki  
Nikon  
Siverton Hotel and Casino  
Spring Mountain Motor Sports  
Clarks

### **WE'RE GEARING UP FOR 2009 NOW!**

*Gear Up and Go!* will be our total focus for October 2009, just in time to support advertiser and subscriber initiatives for the holidays. With even bigger prizes, *Gear Up and Go!* will generate increased traffic to your website, drive more viewer interaction and provide greater incentives for affiliate participation:

- Taggable sweepstakes spots
- Taggable vignettes giving tips on all the right gear for every outdoor activity – perfect for local ad sales sponsors
- Affiliate partner participation incentives for your system that will provide you with merchandise choices you can use internally to motivate and train CSR, tech and ad sales staff, use as local prizing or give as gifts to local sponsors
- Marketing materials including bill stuffers, radio scripts, on-hold messaging and press release

### **READY TO GEAR UP?**

Mark your calendar now so you can get the most out of your October subscriber and ad sales efforts!