



2022

AIM PROGRAM & YOUTH MEMBERS

- ★ National Director – Liz Lloyd
- ★ AIM year to date membership +17% over 2021
- ★ Over 40% of active ATA members are under age 23
- ★ Active Junior Gold members +28% over 2021
- ★ Fiocchi enhanced sponsorship with the AIM Online Zone, AIM Online Handicap, and Annie Oakley Challenge



2022 AIM GRAND

ENTRIES

Skeet - 333

Sporting Clays - 346

Handicap - 979

Doubles - 853

Singles - 1,497

TOTAL AIM EVENTS REGISTERED TARGETS = 583,800

**TOTAL ATA TARGETS REGISTERED BY MEMBERS
UNDER 23 = 11,790,700**

OVER 22% OF ALL ATA REGISTERED TARGETS.



All-American Points Factor of 7

20 AIM TITLE SPONSORS

2022 GRAND AMERICAN

- Pre-squadding was nearly the same as 2021
- 56 Grand American Sponsors compared to 49 in 2021
- Entries - down 4.8% vs 2021
- Classified shooters - down 7% vs 2021



NEW SPONSORS:

- | | |
|----------------------------|---------------------|
| • SAVAGE ARMS | • SPS EYEWEAR |
| • GRIP + | • BIO AMMO |
| • SOS CLAYS | • MIDWEST GUN WORKS |
| • INDIANA GUN CLUB | • WALKER'S GAME EAR |
| • ALL AMERICAN WOODWORKING | |
| • MOJO OUTDOORS | |

Satellite Grands & State/Provincial Shoots



- YTD SATELLITE GRAND SHOOTS DOWN 2% OVER 2021
- NUMBER OF SHOOTERS PARTICIPATING IN STATE SHOOTS PROCESSED TO 7/15 DOWN 16% OVER 2021

SCTP PARTNERSHIP REPORT

- ✓ Eighth year of partnership
- ✓ Through July 18, 2022, 8,128 new and renewal members from SCTP Portal this year
 - Of the 8,128 members, 3,556 are first time ATA members
- ✓ Since inception, the partnership has yielded 24,851 NEW ATA members



MIDWAY USA FOUNDATION

- ENDOWMENT ACCOUNT CREATED IN 2017 WITH \$250,000 FROM ATA
- MATCHED BY POTTERFIELD FAMILY 2:1 IN APRIL OF 2017

-
- 2022 GRANT PAYOUT \$45,648
 - 2021 GRANT PAYOUT \$42,445
 - 2020 GRANT PAYOUT \$41,840
 - 2019 GRANT PAYOUT \$41,954
 - 2018 GRANT PAYOUT \$41,140
 - **TOTAL TO DATE** \$213,027



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- CURRENT ENDOWMENT BALANCE - \$912,963
 - ATA RECEIVED A \$4,000 GRANT TO REIMBURSEMENT COACHES FOR TRAINING

MARKETING REPORT

- All social media activity up from last year
- MARKETING DEPARTMENT RESPONSIBILITIES:
 - ☐ ATA & AIM Websites
 - ☐ Satellite Grand program preparations
 - ☐ US Open, AIM Grand, and Grand American program preparations and promotions
 - ☐ Sponsor Exclusive emails to members
 - ☐ Secures bids & orders pins, patches, and trophies
 - ☐ Social media
 - ☐ Outreach for new members at various shoots



- ATA Representation appeared at the Cornhusker Shoot (NE), Illinois State Shoot (IL), and NRA Show (TX).

IT REPORT

- Shoot Pro Cloud (the “new” 3S) announced in December. A cost of \$3 per shooter per day would be imposed on users, and the “old” 3S would no longer be available or accessible.
- Other software available for shoot management:
 - ScoresR
 - SOS Clays (a Grand American sponsor)
 - Shoot Station (future release)
- As a result of new California legislation regarding marketing to minors:
 - ATA email will no longer be sent to California minors
 - California minor Trap & Field subscribers either refunded or now revised to parent’s name.
- Grand American servers are now ten years old and replacement prior to 2023 Grand will be likely.
- League target columns were added to average cards

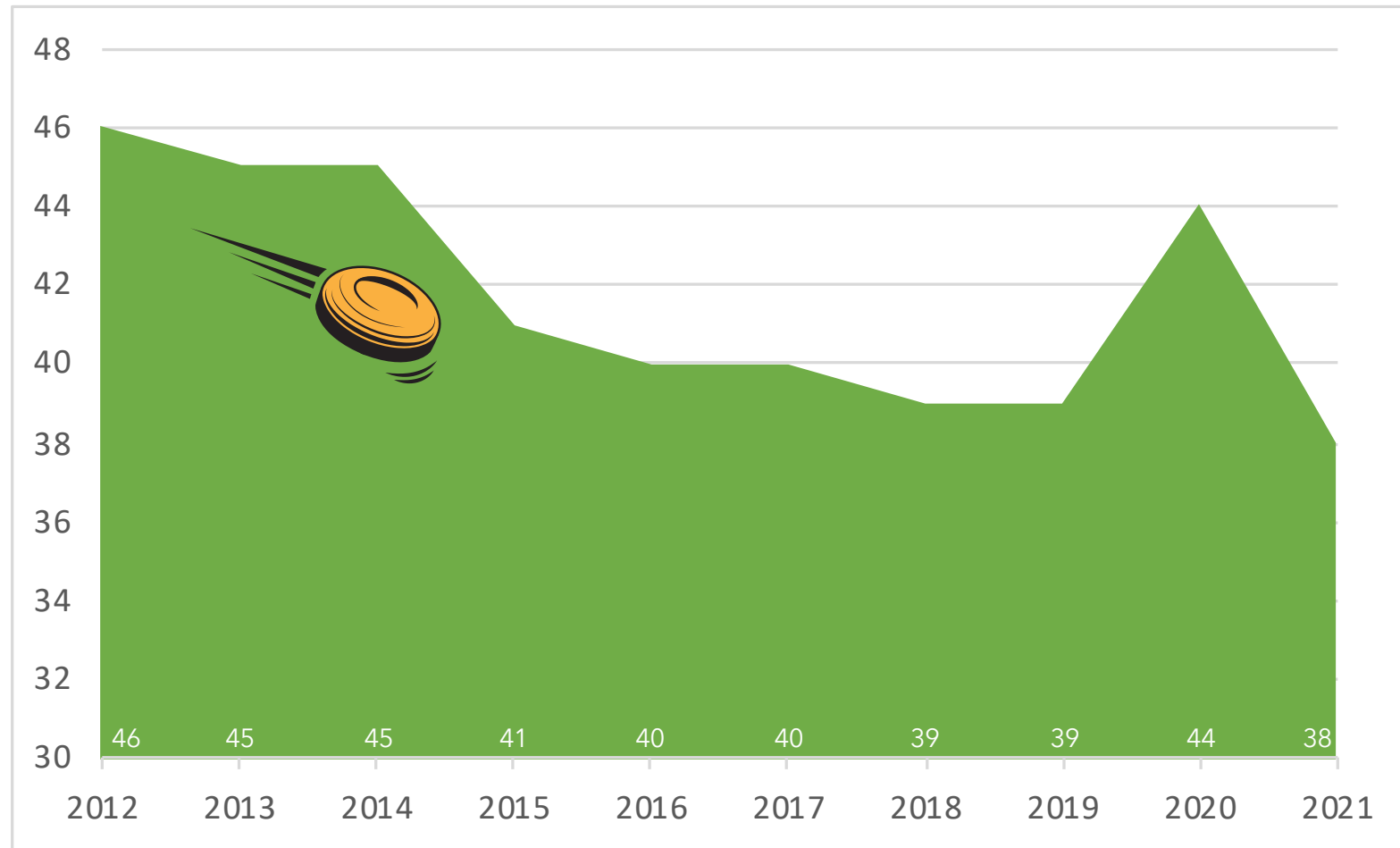
Trap & Field Magazine



- More focus on AIM with larger section
- Staff still doing an excellent job covering shoots and shooters
- Additions to staff:
 - Dalton Lamons
 - Full time writer, shooter
 - Anna Rawe
 - Intern, writer, shooter

Average Member Age

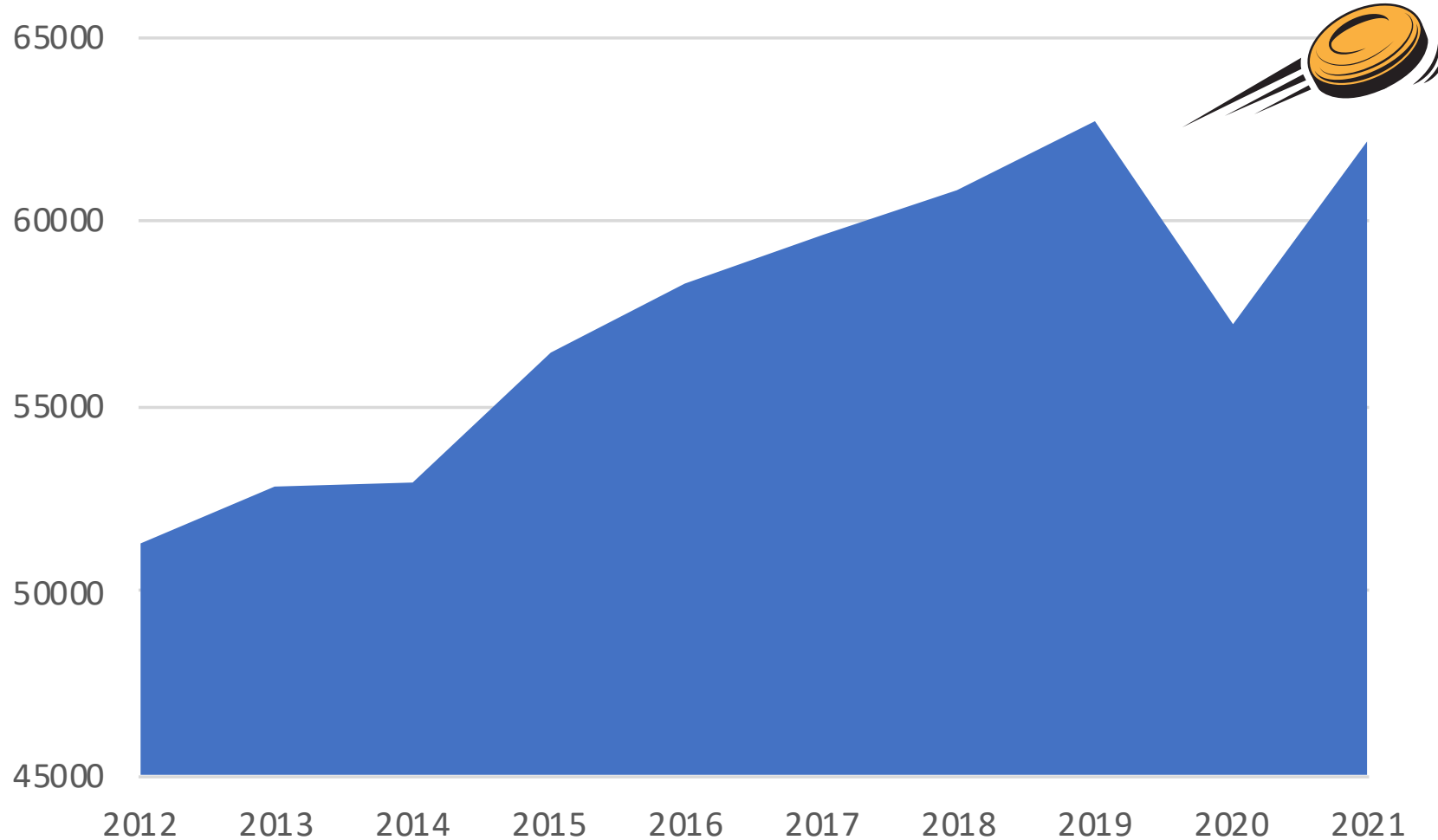
2012-2021



Down 17% since 2012! Average age is currently 38 years.

Ten Year ATA Membership

2012-2021

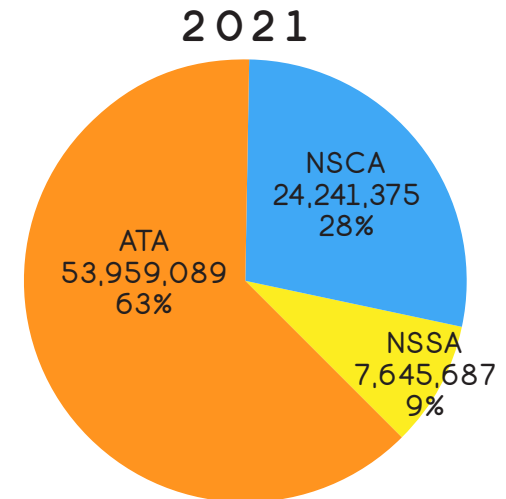
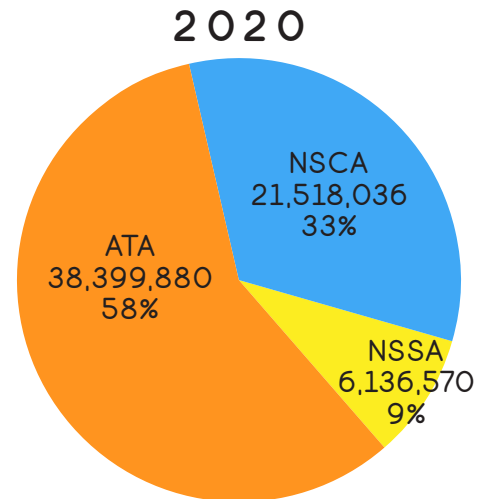
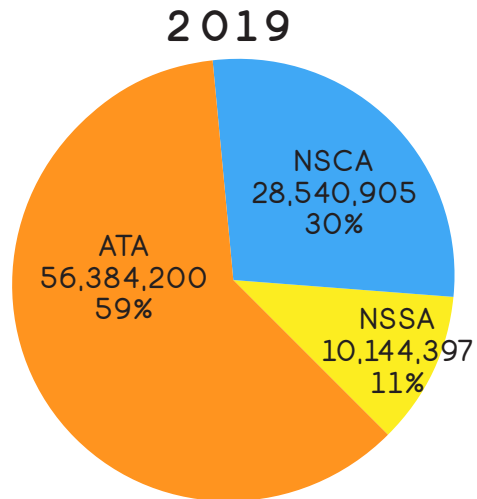


ATA Membership has increased by 21% since 2012!

HOW DO WE COMPARE?

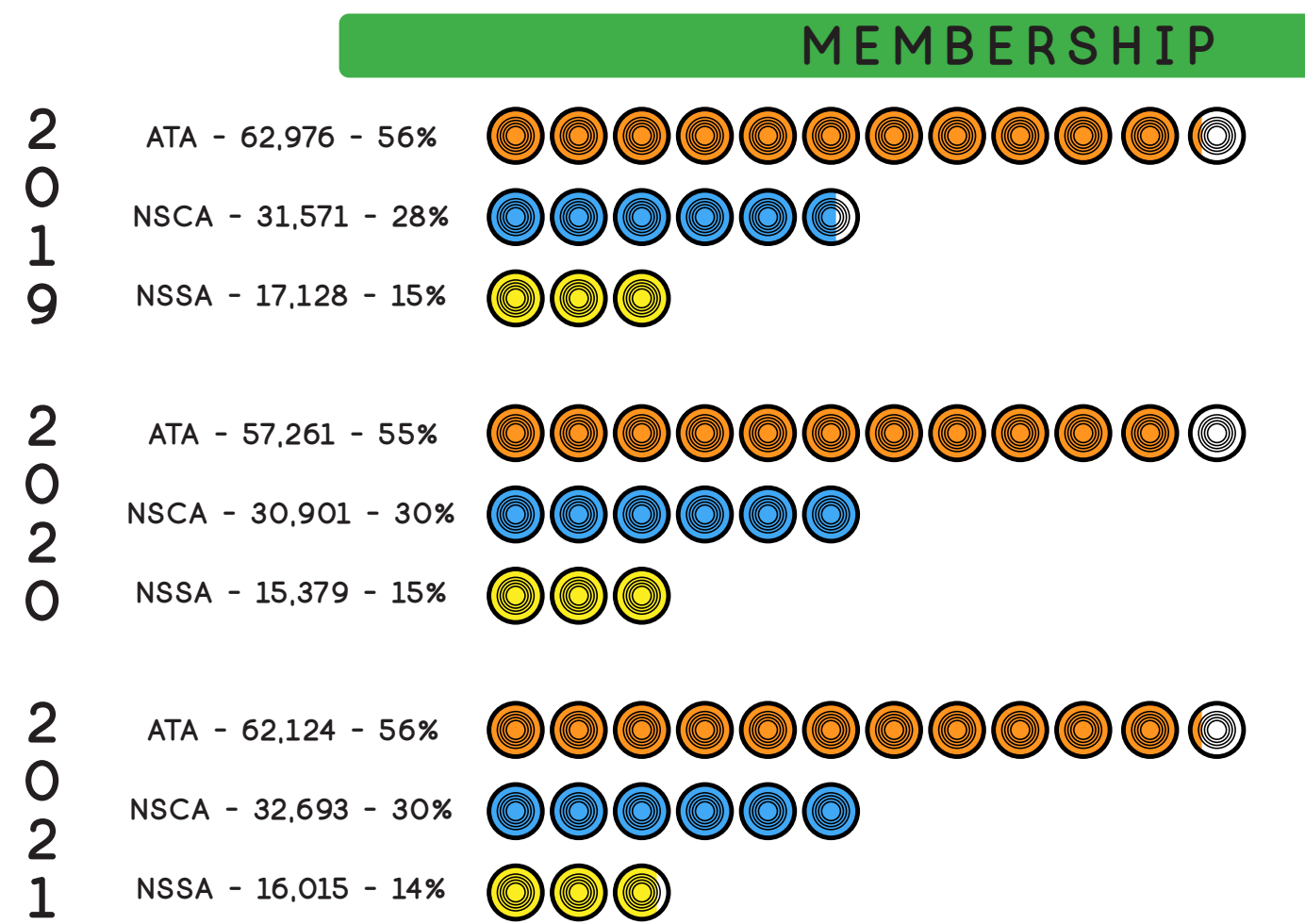
MEMBERSHIP & PARTICIPATION BREAKDOWN
FOR THE NATIONAL GOVERNING BODIES

REGISTERED TARGETS



HOW DO WE COMPARE?

MEMBERSHIP & PARTICIPATION BREAKDOWN FOR THE NATIONAL GOVERNING BODIES





SPONSOR VERIFIED EMAIL SERVICE WITH THE ATA



**A Free Perk to
Your Sponsorship
Agreement!**

As part of your Sponsorship Agreement, the ATA will send out your exclusive content to over 40,000 ATA members up to twice a month through 12/31!

Over \$10,000 in value at no additional cost to our sponsors!

For consumer email addresses, the cost per email address averages to \$0.25.



CONTACT US WITH ANY QUESTIONS!

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World Shooting & Recreation Complex

- Various improvements and repairs taking place
 - Berm to be extended
- Annual budget increased by \$1,000,000
- Currently only 2 vacancies in vendor buildings

2022 US Open

- JUNE 1-5,2022
- Up 18% compared to 2021
- Opportunity to prepare and evaluate Grand American procedures, equipment, and staff.
- Of the 698 shooters 457 (65%) were from Illinois
- All-American factor of "4" (nearly a "5").
- Guaranteed All-American points on 1300 targets.
- ATA trophies provided





Headquarters & Staff

- Julia Hanks is now our Accounting Assistant, moving to the position from Grand American Camping Manager
- Samantha (Sam) Serrick is our Grand American Camping Manager and also assists with processing scores
- Trish Hormann is our Member Services Manager
- Stephanie Lea is our AIM administrator

ASSOCIATION FEES, DUES, & PARTICIPATION

Daily fees – through
6/30 up about 9%
compared to 2021

Dues – through 6/30
down about 3%
compared to 2021

Participation through
6/30

2021 – 38.8 million

2022 – 34.1 million

Down about 12%

**THANK YOU FOR YOUR
COMMITMENT TO THE**

