





Calling all Spring-focused Gear Brands

The Outdoor Journal is searching for 12 unique spring gear products for review by our TOJ staff or ambassadors. The reviews will be part of a special online editorial feature — The Great Gear Review and Giveaway! Once our team has reviewed your products, we will give the gear to our engaged audience who participate in our survey project.

The gear giveaway drawing is exclusively for readers who participate in one or more engagement activities during the 30-day promotional period.

GGRG Spring-April Important Dates:

- March 31, 2021 Sponsorship Commitments Due
- ❖ March 31, 2021 Gear in-hand at TOJ for review
- April 1, 2021 Landing page launch and social media promotion begins. Sponsors are announced.
- April 15, 2021 Great Gear Review editorial launches. Dedicated promotional email to international audience sent with all Sponsors listed and details of giveaway program.
- ❖ May 3, 2021 Giveaway commences and winners announced
- ❖ May 15, 2021 All prizes verified shipped to winners
- ♦ May 31, 2020 Engagement and ROI results shared with Sponsors



Sponsorship Opportunity Details

| Objective | Assets | Engagements and Investment |
|--|--|----------------------------|
| Be part of our highly-anticipated seasonal gear reviews and subsequent audience giveaway. Our staff or ambassador athlete will experience and editorially review your gear and share it with our readers. Sponsorships achieve the following objectives: Ideal Customer Engagement Brand Awareness Product Awareness Product Launch Lead Generation Digital Marketing Social Growth | Site-wide promotion on TOJ and TOV Logo, product, and link on Great Gear Review and Giveaway landing page and dedicated email blasts Recognition in programmatic Social Media campaigns (organic and paid) Individual Sponsor acknowledgment on Facebook, Twitter, and Instagram Inclusion in our digitally published Spring 20/21 Great Gear Review feature ROI report | Potential Engagement |



Reserve your Sponsorship today!

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