



**OFFICIAL
PARTNER**

**PARTNER EVENTS
101 GUIDE**

THE USCCA EXPERIENCE

Hosting Events in Partnership with the USCCA



WHAT IS THE USCCA PARTNER EVENTS PROGRAM?



The USCCA provides event support for a variety of in-person activities. Each event is designed to guide attendees in various stages of their self-defense journey to become more mentally, physically, and legally prepared to protect themselves and their loved ones.

USCCA Partners (Certified Instructors, Official Partners, and National Accounts) host thousands of events monthly, including:

1. USCCA Curriculum Classes
2. DIY Mini-Classes
3. Official Partner Experiences
4. Special Events

This guide will walk you through the types of events offered by the USCCA, as well as best practice recommendations on how to promote and host these events.

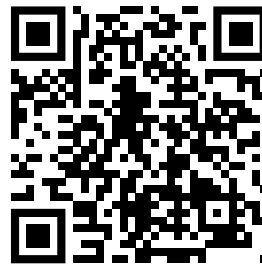


USCCA INSTRUCTOR CLASSES

What Is the USCCA Curriculum?

The USCCA offers in-person classroom-style courses, live-fire range training and in-depth online training that has been carefully developed by self-defense industry experts. These classes are open to both USCCA Members and non-members, and are suitable for students of all experience levels.

SCAN FOR A FULL LIST OF
USCCA CURRICULUM OPTIONS



HOW DO I BECOME A Certified Instructor?

There are a pair of options for Official Partners to certify instructors from their staff:

Option 1: Find a USCCA Training Counselor (TC) near you and attend a Certified Instructor course. The link below will direct you to Certified Instructor courses being held in your region.

Option 2: Based on availability, your Regional Training Manager (RTM) may certify you and your staff at your business location. Have your USCCA Account Executive or District Manager arrange an introduction.

Become an Instructor in 3 Easy Steps:

<https://academy-qualifications.usconcealedcarry.com/become-an-instructor/>

MINI-CLASSES

All USCCA curricula and sub-curricula can be broken down into a variety of smaller mini-classes. Many of our Partners find that they can increase attendance and re-engagement by delivering an ongoing “mini-class buffet”, keeping content fresh and digestible for their audience.

Concealed Carry & Home Defense Fundamentals

- | | | |
|---|---|--|
| 1. Developing a Personal and Home Protection Plan | 4. Violent Encounters and the Aftermath | 7. Real Estate Agent Safety |
| 2. Self-Defense Firearms Basics | 5. Gear and Gadgets | 8. Introduction to Constitutional / Permitless Carry |
| 3. The Legal Use of Force | 6. Basic and Advanced Skills | |
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Emergency First Aid Fundamentals

- | | | |
|--------------------------|------------------------------------|--|
| 1. Patient Assessment | 4. Building Your Own First-Aid Kit | 7. Mass Casualty Incidents and the Triage System |
| 2. Traumatic Emergencies | 5. Save a Life: Restart the Heart | |
| 3. Medical Emergencies | 6. Save a Life: Control the Bleed | |
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Countering the Mass Shooter Threat

- | | | |
|--|--|------------------------------------|
| 1. What Have We Learned About Mass Shooters? | 3. Church Safety: Protecting Your Congregation | 4. How to Identify a Public Threat |
| 2. Countering the Threat | | |
-

Women's Handgun & Self-Defense Fundamentals

- | | | |
|-------------------------|--------------------------------|-----------------------------|
| 1. Women's Basic Pistol | 2. Women's Intermediate Pistol | 3. Women's Defensive Pistol |
|-------------------------|--------------------------------|-----------------------------|
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Children's Firearms & Safety Fundamentals

- | | | |
|--|---|--|
| 1. Accident Prevention and Safety Basics | 4. Range Rules & Etiquette | 7. Firearms Familiarization - Handguns |
| 2. Firearms Heritage & Use | 5. Shooting Fundamentals | 8. Dry-Fire Practice |
| 3. Firearms Safety Rules | 6. Firearms Familiarization - Long Guns | 9. Situational Awareness |
-

Defensive Pistol Program

- | | | |
|---|-------------------------------------|--|
| 1. Fundamentals of Defensive Marksmanship | 3. The Balance of Speed & Precision | 5. Malfunctions & Single-Handed Shooting |
| 2. Presentation From Concealment | 4. Defensive Response | |
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Marksmanship Simplified

- | | |
|--------------------------------------|--------------------------------------|
| 1. Marksmanship Simplified: Lesson 1 | 2. Marksmanship Simplified: Lesson 2 |
|--------------------------------------|--------------------------------------|





NATIONAL RETAILER EVENTS

USCCA mini-classes are also being hosted across the U.S. by a variety of national retail store chains. These classes are 55-90 minutes long and help build safer, more prepared communities through self-defense education and training.

Classes offered at these retail store locations may be unique to these store chains and are typically taught by USCCA Certified Instructors. In the event you are located in close geographic proximity to one of these national retail chains, it is recommended that your course content varies from subjects taught at these locations.



OFFICIAL PARTNER EXPERIENCES

These one hour mini-classes can be hosted independently by Official Partners as hour long DIY self-defense workshops. Official Partner Experiences may also be co-promoted by the USCCA with up to \$1,600 in co-op marketing value per event.

Topics Include:

- 6 Things You Didn't Know Would Happen When the Police Arrive
- Constitutional Carry & Self Defense
- Develop a Personal & Home Protection Plan
- How To Identify a Public Threat
- Legal Use of Force
- Should I Shoot?
- Women's Personal Safety
- (Seasonal) Navigating the Dangers of the Holiday Shopping Season
- Non-Lethal Tools for Self-Defense

These events are intended to expose your business to thousands of potential students. Recent studies indicate that 77% of these event attendees have had no previous experience with the Official Partner that hosts.

Marketing Materials for Official Partner Experiences can be found in the USCCA Creative Center and Official Partner Portal.



Pre-qualifications for hosting events independently as mini-classes include:

1. You must have an actively certified USCCA instructor leading curriculum presentations. If you are unsure of your instructor's credential status, please ask for their Instructor ID number and contact the USCCA Partner Support hotline at 1(888)617-5384.

Pre-qualifications to receive Official Partner Experience marketing co-op funds include:

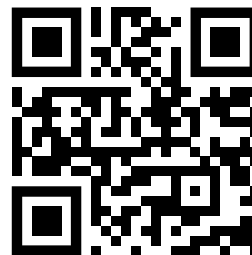
1. Budget pre-approval from an Account Executive who regularly attends your classes.
2. Active promotion of your classes and events on social media, via email, or other marketing channels.

If you are not actively promoting your classes and events, free marketing templates and resources are available in the USCCA Creative Center (a link is available in the Marketing Resources section of the Official Partner Portal).

3. A six (6) week lead-time should be submitted on all event requests.
4. Events should be held between Monday and Friday.
5. You must have a space to comfortably host between 20 to 50 students.
6. The space must be equipped to host an event and uphold the USCCA brand, including:
 - a. Be in a public facility and a commercial location (such as a range, office space, VFW hall, etc.).
 - b. The space may not be a personal residence.
 - c. Adequate parking must be provided.
 - d. Suitable facilities should incorporate restrooms and running water.

Resources for supporting Official Partner Experiences are limited, so please contact your Account Executive to see if you qualify.

VISIT THE EVENT
MATERIALS SECTION OF
THE OFFICIAL PARTNER
PORTAL TO DOWNLOAD
THE PRESENTATION
SLIDE DECKS.





LEGAL SEMINARS

Featuring a professional delivery by a member of the USCCA Attorney Network, these seminars include content that addresses the latest, state-specific laws regarding self-defense and legal weapons of opportunity. When people understand that the justice system isn't always "just", education, training and self-defense liability insurance becomes a priority.

Submitting a Legal Seminar Request Form does NOT GUARANTEE that you will have a legal seminar. It is dependent on finding an attorney to speak at a date, time and location that works for the attorney, your business, and your Account Executive. We will do our best to make the seminar happen and to help you succeed with the guidelines below.

Important Things to Remember:

These Are Paid Events

- An investment of \$10+ is intended to reduce the number of attendee no-shows. This attendance fee assists the USCCA in recouping attorney expenses. Compensation is provided to Official Partners through referral fees for each new lead.

Official Partner Offers

- If Official Partners choose to provide a discount voucher or range pass that encourages additional training, shooting, or investment in equipment, the USCCA will promote this to help increase attendance and drive future revenue for your business.

Legal Seminars Must Be Requested No Less Than 8 Weeks in Advance

- Account Executives will work with their District Manager to reference a list and contact info for eligible attorneys in your area.
- Eight weeks provides the USCCA Partner Events team with sufficient time to secure an attorney, align 4 schedules (the attorney, Account Executive, Official Partner, and the assigned venue) while providing sufficient time to market and fill seats for a successful event.

Selection Criteria for Legal Seminars:

- The USCCA will only offer Legal Seminars to Official Partners who are willing and able to support it by leveraging their website and email list to co-promote the event. Official Partner promotion of Legal Seminars accounts for 50 - 84% of all registrants, so your partnership in co-promoting these events is of paramount importance.
- Meet the 50-seat minimum. Having the seminar at your range brings new prospects through your doors. If you don't have adequate on-site space, we can help provide an off-site venue when submitting your request, so long as you still help promote it to ensure the seats are filled.
- The venue matters. Choose a location that will appeal to the types of people you want to attract. Consider municipal buildings, businesses, halls or houses of worship that support our mission.

Who to Contact for Help:

1. To request a Legal Seminar: Your Account Executive
2. Legal Seminar Event Coordination: Partner Events Manager - salina@uscca.com



GRAND OPENINGS, OPEN HOUSES, AND INDUSTRY EVENTS

Grand opening and open house style events are a prime opportunity for driving traffic to your location, and raising awareness of your business across the local community. The USCCA is well-positioned to help increase your door swings and introduce your operation to our dedicated USCCA Members as well as our millions of non-member leads.

These events are a perfect traffic driver for future events and classes. Collect attendee information on the front end, and they'll come back to buy additional items or sign up for classes in the future.



Overview

- Official Partner Grand Opening and Open House events are a great opportunity to showcase the benefits of partnership with the USCCA. A lot of success has been achieved when leveraging USCCA marketing efforts to drive traffic for Official Partners, especially when it is planned and executed with great attention to detail in mind. Just follow the steps outlined in this guide to lay the groundwork for event success.

Requesting Marketing Materials and Support:

- Reach out to your Account Executive and District Manager to align on event dates and details. Once they complete the Marketing Events Request Form, the Partner Marketing team will mobilize a variety of assets to support your upcoming event. Free marketing materials are also available to Official Partners through the Official Partner Portal and USCCA Creative Center.

Promoting Grand Opening Events

- New and existing Official Partners who are opening or promoting their brand-new location, including remodeled facilities, can rely on USCCA resources to drive traffic and connect with existing gun owners in their area.

Tactics to drive traffic to your event may include:

- **Retail Branding:** Your District Manager and Account Executive have access to a variety of retail branding elements to highlight your partnership with the USCCA.
- **Partner Lead Generation:** A wide variety of tools and resources are available to Official Partners, delivering a \$5 payout for each and every unique lead generated. For larger Grand Opening events, USCCA Partners are often able to generate hundreds to thousands of dollars in revenue from this program alone. *Many Partner Lead Generation assets include print materials featuring a special offer QR code, which can be successfully leveraged alongside event promotions and giveaways. Check out the [Partner Lead Generation 101 Guide](#) on the Official Partner Portal for additional best practices recommendations.*
- **Event Emails:** While geo-targeted emails to member and non-member leads can be delivered on an Official Partner's behalf by the USCCA, through the USCCA's customer database, it's also recommend to announce these events to the Official Partner's audience through their Email Service Provider of choice. Email announcement can also be created for free through the USCCA Creative Center Email Module. For best practice recommendations, please review the [Email Marketing 101 Guide](#) on the Official Partner Portal.

Eligibility Requirements

- Hosting Official Partners should have on-site USCCA branding. Your District Manager will also need to submit a Marketing Events Request Form with your event time, date, and location at least 6 weeks in advance of the event.

Success Strategies

- Provide a range pass or special offer that encourages more training, shooting and/or spending. The offer will be promoted to increase attendance and drive future business. Common offers include:
 1. Free Range Time and Non-Firearm Retail discounts are common.
 2. Drawings and giveaway promotions for leads collected at the event.



USCCA COMMUNITY EVENTS

While Official Partner Experiences and many USCCA Partner Events may focus on attracting new members, it's important to recognize the need to provide training, education, and community for existing members and the general population.

USCCA Community Events are a phenomenal way to connect 850,000+ active USCCA Members and the local community with Official Partners to increase door swings and spotlight local businesses. Not only does this build upon the partnership between USCCA and our Official Partners, but it will also provide a great space for our members to feel a sense of community and have FUN!



Community Events Overview

Community Events are an ideal event to showcase the benefits of your business and USCCA Membership. Each event features three key elements:



Training

These live-fire exercises typically involve drills that build upon the defensive handgun skill set. Community Events can also include Dry-Fire Drills, First Aid Applications, Virtual Simulator Experiences, and Non-Lethal Training.



Education

Each Community Event features a mini-class tied to the USCCA curriculum or Official Partner Class offerings.



Community

The entry fees charged to attendees are primarily for a complimentary meal, which provides attendees with an opportunity to connect and build long-lasting relationships.

Hosting a Successful Community Event

Official Partners should host Community Events regularly to achieve optimal results. An ongoing event schedule is essential to building a local community and positioning your location as the go-to range facility for future repeat business!

Benefits of USCCA Community Events

- Each event results in door swings as a traffic driver to the Official Partner
- Marketing and executing the event is a brand-builder for both the Official Partner and the USCCA
- All of the USCCA Members and non-members in the selected geo-targeted radius are marketed to and therefore they are provided exposure to the event and this Official Partner
- These events deliver a positive and unique Community and Partner Experience
 - Average 4.5 out of 5 Attendee Satisfaction Rating
 - Average 50 Registrants Per Community Event
 - 99% of attendees indicated they would continue to attend
 - 53% of USCCA Members are within their first year of membership
- USCCA Members are protectors, familiar with the industry, equipment, education, and training. They are invested in their personal protection and are open to additional purchase opportunities
- The USCCA delivers all key program elements:
 - The attendees are USCCA Members and non-member leads; and enthusiasts for Official Partner offerings
 - Customized online consumer registration, confirmation messaging, and reminder delivery
 - 62% of USCCA Community Event attendees have reported that the event was their FIRST VISIT to the Official Partner.
 - Official Partners experience notable increases in class registrations immediately after a Community Event.
 - Official Partners who offer attendees a range pass or coupon usually see increased retail sales as people tend to spend more if they feel they are getting "a deal." Data reflects that the average redemption of vouchers is SEVEN TIMES that of face value for increased sales.

Community Event Planning

USCCA District Managers and Account Executives go through a thorough selection and vetting process prior to each event.

Eligible Partner criteria include:

- Must look to create a synergy between themselves and the community to drive future relationship-building
- Must be willing/able to appropriately host our USCCA Members and local community audience
- Events must be conducted at a partner's business location
- Solidify event dates and details before submitting a marketing request. The date must be at least 6 weeks in advance
 - ***NOTE:** The 6-week lead time will start from the point of Final Approval. This means if there are still items that need to be discussed and solidified, the event date should be at least 6 weeks out. Give yourself at least 2 weeks additional for the planning stages.
- Provide a range pass or special offer that encourages more training/shooting/spending at your location. The offer will be promoted to increase attendance and future business. Your District Manager can provide a series of recommendations based on past successes
- Have an ongoing USCCA brand presence within their facility
- Include a tour of your facility to inform members and the local community of your range, retail, and classroom features. Sell your business.

Your District Manager is responsible for:

- Running point to initiate, coordinate, and confirm event details
- Introducing the Speaker and Event Host
- Coordinate your facility tour including your range(s), retail and classroom space

The Account Executive is responsible for:

- Using the SWOOGO Live Check-In for attendees
- Recording non-registered attendees, if applicable
- Selling USCCA Memberships or upgrading membership levels as applicable
- Add events to all Official Partner calendars (creating awareness)
- Lead USCCA Members' Guest Welcome process
- Be the Master of Ceremonies for the event
- Contact all USCCA non-members who registered to sell USCCA Membership prior to event night for USCCA Member-only eligibility



The USCCA Partner Operations team will coordinate all marketing and event execution details with the District Manager, Account Executive, and Official Partner.

- Once all details are solidified, the District Manager or Account Executive will submit the Salesforce Intake Form
- Work hand-in-hand with the Official Partner to build, plan, and execute the event.
- Work with the Retail Marketing team to build landing pages and registration emails as well as set Go Live Date.
- Work with the Digital Advertising team to build and schedule our advertising efforts.
- Work with the Official Partner's Marketing team to co-promote the event.
- Coordinate all merchandise, gifts, and giveaways provided by the USCCA
 - Gift Bags
 - Raffle Prizes
 - Miscellaneous items
- Help coordinate Food & Beverage offerings

Member Exclusive Amenities - The VIP Treatment

- While USCCA Community Events are designed to be open to the public, we want our USCCA Members and Official Partner Members to receive a VIP experience as a gesture of our appreciation. Member Exclusive Amenities can include:
 - Free food
 - Free ammo
 - Higher discounts
 - Exclusive access to premier raffle items
 - Exclusive access to additional courses of fire or training

Multi-Channel Marketing

As a general rule of thumb, our promotional efforts will begin 2 weeks prior to the event.

- Geo-targeted emails sent to USCCA Members and Non-Member Leads within a set radius of the Official Partner Range
- Paid Advertising
- Partner Marketing
 - In order to increase event awareness, we request our Official Partners also market the event through their channels.
 - We will share the registration link with the Official Partner and they can blast it out to their audiences.

Determining the size of your event

- Small/Local
 - Capacity: 40-100
- Medium/Local
 - Capacity: 100-500
- Large/Regional - Premier
 - Capacity: 500+

Planning/Submitting a Community Event Request

- Once all the details are solidified and approved, the Salesforce Intake form can be submitted
- Community Event requests must be submitted through the Salesforce Intake form by the District Manager or Account Executive at least 6 weeks in advance of the event.
- Details needed to submit a request include:
 - Enter the Start Date, End Date, Start Time & End Time
 - We recommend a 2 ½ hour event
 - Event must be at least 6 weeks out (events under 6 weeks will be blocked)
 - Confirm Time Zone for the event is correct
 - Select your Choice of Content
 - Select your Supplemental Activity
 - Range Activity
 - Practical Exercise
 - Guest Speaker
 - Social
 - Select your Capacity for Hosting Space
 - Choose the Cost of Class
 - Identify if the address of the event is different from what is listed on the hosting Partner's Salesforce account
 - Enter any other information you would like to share.
 - Will you be providing food?
 - Will the Official Partner have any Member Only Deals?
 - Will you and the Partner be hosting a Raffle?
- Once the Intake Form is submitted through Salesforce, it will require the District Manager's approval first, and the POC approval second
- Approved Community Events will then be submitted to the Retail Marketing Team who will build out the Landing Page and the Email
 - This will be shared with the District Manager and the Account Executive for their review
- District Managers and Account Executives will have 2 weeks to make any final changes or tweaks

Final Community Event Considerations

1. When considering dates and locations, be conscious of holidays, class schedules and local events.
2. Community Events include a registration fee (\$15 minimum) designed to reduce no-shows. This fee is visible only through the registration process with the potential registrant.
3. Event registrations occur on the USCCA web-based platform allowing the USCCA to manage communication, data, engagement metrics, and leads. All can be shared with the Official Partner upon request
4. Plan your Event for at least 2 hours in total (with three revolving stations in the range, retail, and classroom areas).
5. Include time for the attendees to shop around the retail area or check out the upcoming classes.
6. Set out scheduled classes coming up in their range for the attendees to check out.
7. Share features and benefits of your membership program, if available.
8. When applicable come up with a Raffle/Gift Package for delivery in advance of the event.
9. USCCA members are eligible for a \$200 USCCA Store referral code as a part of a Membership Referral Program benefit. Encourage them to refer their friends and family as part of the Community Event experience.
10. Separate attendees into three groups with different colored wristbands. This will make attendee tracking easier once you begin to revolve them through the range, retail, and classroom areas.

Feedback is extremely important to the success of this program, so share your ideas or concerns with the Partner Marketing and Member Experience team.

Official Partner Questionnaire

1. When would you like to host the event? Weekend or Weekday?
 - a. **Consideration:** Even though we need at least an 6 week lead time, give yourself more time - there should be no rush to execute and throw an incredible event
2. What time would you like to host the event?
 - a. **Consideration:** If during the week, consider working hours and range closing time. Ideally the event will have a 30 minute check in period and then run for at least 2 hours if not longer.
3. How many people should we invite? How many people can your facility comfortably fit?
 - a. **Consideration:** By having multiple activities for our attendees to engage in, we have the ability to split them up into groups and rotate them from station to station.
 - b. **Consideration:** Even if the facility can host 100+ people, keep in mind we need people to help facilitate.
 - c. **Consideration:** We traditionally see between a 70-80% show rate. So if we want 60 people in attendance, open the registration up to 80 people.
4. What main activities should we include?
 - a. **Consideration:** Ideally we would have at least one classroom mini class and one range activity spotlighting a central theme i.e. Home Defense/First Aid/Less Lethal etc.
 - b. **Consideration:** If we are doing a shooting activity, think about what course of fire is manageable and still fun. Could be competitions, defensive pistol, skill building etc.
 - c. **Consideration:** Virtual Simulators and Dry Fire activities are great ways to get people up out of their seats and engage with the range staff and other attendees.
 - d. **Consideration:** A main activity can include an interactive Facility Tour, spotlighting the range and their offerings
 - e. **Consideration:** Main activities do not necessarily have to be firearms/self-defense focused. The purpose is to connect and have fun so other options can be explored i.e. Bourbon/Wine Tastings, Product Spotlights, Gathering for Sporting Events etc.
5. What would you like to do for Food & Beverage?
 - a. **Consideration:** In-House Restaurant? Food Truck? Catered?
 - i. Think about the range offerings, size of the range space, how many people we are inviting, flow of the event etc. What food option works best for the event?
 - b. **Consideration:** Because the USCCA most likely will be picking up the bill, we required we keep Food & Beverage to \$15 per person.
6. What Official Partner Promotions would like to offer exclusively for the event?
 - a. **Consideration:** Discounts on merchandise, firearms, future training classes, membership etc.
 - b. **Consideration:** Make the discount related to the theme of the night. If our theme is First Aid Fundamentals, offer a discount on all First Aid kits or Tourniquets sold in your retail space.



7. Would you like to host a Raffle?
- a. Consideration:** The USCCA would love to take the registration money and purchase items from your retail space to raffle off. Some examples include:
 - i. Firearms
 - ii. Gift Cards
 - iii. Range Bags
 - b. Consideration:** Think about items that will bring people back. Some examples include:
 - i. Memberships
 - ii. Free Range Passes
 - iii. Free Training Classes
8. Would you like to have any Guest Speakers, Local Businesses, Vendors present?
- a. Consideration:** Guest Speakers are a great way to bring in a subject matter expert like a local law enforcement officer, local attorney or someone who has an experience to share.
 - b. Consideration:** With this being a Community Event, being able to bring in a local business in the area that you are partnered with can strengthen the sense of community and event offerings
 - c. Consideration:** Do you have a local vendor within the industry that could add value to the event? Some examples would be:
 - i. Local Firearms Reps (Smith & Wesson, SIG, Glock etc.)
 - ii. Local Holster Manufacturers
 - iii. Local Ammo Manufacturers
9. What type of Member Exclusive Amenities would you like to offer?
- a. Consideration:** If we are already going to be offering a discount on merchandise or future training classes, think about locking in the discount to members only and offering a lower discount to the general public
 - b. Consideration:** All USCCA Members and Official Partner Members eat free
 - c. Consideration:** All USCCA Member and Official Partner Members get free ammo

USCCA SUPPORT FOR SPECIAL EVENTS

Lead Generation Co-Promotions

Want to earn additional dollars while hosting your special event? With Partner Lead Generation you are able to offer your attendees free USCCA digital guide downloads in the form of physical co-branded QR pieces throughout your location. When someone scans your QR code, they are taken to a page to enter their email to claim a free guide. For every email that is new to the USCCA database and submitted through your QR code, your business earns a \$5 referral fee. This is a fantastic way to make the most out of your special event.

We offer QR code pieces for use in your retail space, classrooms, and range such as our bag stuffers, printable flyers, laminated classroom table cards, classroom stickers, and even shooting targets all with QR codes specific to your business.

There are several educational resource options/guides available for you to promote such as our Concealed Carry Guide or Latest Shooting Drill with more options to come in the near future. Make the most of your special event by requesting lead generation QR code assets for your event ahead of time. Talk to your USCCA Account Executive as they can order those pieces for you. Otherwise, you can complete the Partner Lead Generation Asset request form found in your Official Partner Portal.

Collateral & Giveaways - SME - Jen Rogers

Geo-targeted Emails - SME - Sean Mossberg

Social Media Collaboration - Co-hosting Facebook Events - Sean Mossberg





OUTDOOR EVENT CONSIDERATIONS

Whether you're taking extra precautions or lack the required space indoors for the event you're planning, an outdoor event provides an excellent alternative. Check out the following list of considerations for planning your upcoming outdoor event and the essentials you'll need to be successful.

Permitting

- If hosting an event in a public venue, be sure to acquire a permit as soon as you've finalized where and when you'll have your outdoor event. This should always be step one.
- It may not be required at your own place of business, but it is definitely worth looking into in advance. Also, be certain to review city and town ordinances related to noise and events.

Overhead Cover & Seating

- Providing a comfortable environment for guests is essential, and you can easily achieve this by providing overhead cover and adequate seating. If you don't have your own, call a local party equipment rental company. The company can easily provide a tent and seating for a reasonable price. If you're providing your own tent, be sure it is large enough to fit seating for your entire crowd, including walkways and some additional room in the front for the presenter and placement of any materials.

Power & Lighting

- Presentation materials, electronics and lighting will all require power, and moving outdoors, especially depending on the venue, may make this difficult. If you're hosting the event at your location, the easiest solution is to use extension cords. In doing so, be sure to check the power load per plug.
- Coffee makers and crockpots should not share extension cords with sound equipment.
- Also, have a backup power system on standby (which you can get from your equipment rental company).
- An evening event will require lights — not only for inside a tent or under a pavilion but also for walkways and parking areas (and for convenience and safety). Most equipment-rental shops will rent lighting as an add-on to a tent rental or can provide additional large and free-standing lighting equipment as necessary.

Audio / Visual

- Depending on the event, you may require presentation or AV equipment. Equipment-rental businesses offer options for moving your AV outdoors, including pop-up screens, projectors, microphones, and speakers.
- Handouts are also a simple alternative to electronic presentation materials if the event or venue simply won't meet your audio/visual needs.

Security

- Most events will not require a lot of security, but it is important to consider security in its most basic form for any event. Have someone to watch over the crowd, check for suspicious activity and ensure guests stay out of prohibited areas.

Sanitation & Health Precautions

- To ensure the comfort of your guests, it's important to provide access to restroom facilities. Make sure you have enough equipment for guests and crew. Also consider putting out hand wipes, hand sanitizer and a first-aid kit while maintaining quick access to medical professionals as well as adequate directions to the nearest hospital.

Refreshments & Amenities

- It may not be necessary to cater your event or have extravagant amenities, but it is a good idea to provide a steady supply of drinking water and simple comforts such as fans, pest control (bug spray, citronella candles, etc.), sunblock and other accommodations to keep your guests comfortable.
- If you do decide to cater your event, consider foods easily consumed without extra utensils.
- Recommended menus for outdoor events include barbeque, simple salads, and individually bagged snacks.

Timeline & Logistics

- Consider the event's timeline — before, during and after. Outdoor events require a specific load-in and load-out timeline in addition to the basic schedule of the events on the day of. Arrangements for tent set-up, power, lighting, and sanitation will need to be in place the day before the event goes live.
- Before load-in, consider the layout of the finished product. Including a sketch with on-ground markers to denote the placement of all elements will be helpful to the set-up crew.
- Plan to have a meeting at the venue in advance of the event with all of your suppliers to coordinate logistics. After the event, make sure that you have made arrangements with the local sanitation department and rental crews for cleaning up afterward.
- It is important to monitor the weather in the weeks leading up to your event. The most common reason to cancel an outdoor event is inclement weather, so start monitoring the forecast as far in advance as possible. (You can get forecasts on Google or Weather.com) Also, keep the wind in mind. You don't want everything blowing over, so make sure that all tents and furniture are anchored securely. Plan for rain — either have a plan B in place or consider simple accommodations such as tent walls.

Venue Alternatives

If you are unable to set up an outdoor event at your location, consider some of the following easily acquired venues:

- Nearby park pavilions
- Outdoor wedding event venues
- VFW / VA halls
- Hotel conference rooms

Basic Outdoor Event Planning Checklist

- Venue
 - Determine venue
 - Overhead cover/tent
 - Seating and tables
 - Electricity and power
 - Lighting
 - Access to water
 - Access to restrooms
 - AV equipment (speakers, projectors and mics)
 - Security
 - Parking
- Planning & Logistics
 - Secure permits and check ordinances
 - Load-in / load-out schedules
 - Schedule of events (day of)
 - Clean-up
 - Monitor the weather
 - Plan B (reschedule date?)
- Refreshments & Amenities
 - Order refreshments and/or catering
 - Pest control (bug spray, fans, candles, etc.)
 - Sunblock
 - Ice and water
 - Coolers
- Health Precautions
 - Hand sanitizer and wipes for guests
 - Contacts for health professionals or first responders
 - Directions to nearest hospital
 - ADA compliance for seating and aisle layout



MARKETING & PROMOTING EVENTS

As a successful training business owner or instructor, you have likely discovered that your classes are consistently filled with students when marketing messaging is delivered through a mix of different communication channels. While the USCCA provides a variety of marketing tools and resources for Official Partners, another major driver of attendance is you, the USCCA Official Partner.

With the recent launch of the [USCCA Events Hub](#), Delta Defense is effectively building out a paid marketing campaign through email, pay-per-click advertising, and other tactics to drive traffic to your upcoming event. To maximize profitability and to fill your classroom, leverage the following tactics and techniques to host a successful event.

6 Weeks Prior to the Event Date

Choose A Strategic Event Date And Time

- Choose a date that doesn't conflict with other events in your area or holidays.
- Book a time that works with your target audience's schedules (after work, for example).
- Try different dates to appeal to different audiences. For example, offer a weekend event and a weekday evening event and see which draws the highest attendance.
- Avoid oversaturating your market by running the same event topic over and over again. Keep your audience engaged by offering a variety of mini-classes designed to appeal to different target demographics.

If applicable, book vendors such as food trucks, industry partners, etc.

- Having different vendors at your event can help your turnout. Everyone loves a great BBQ truck or taco truck. This will also create a great relationship between you and a local vendor that may be willing to cross-promote your event.
- Some vendors such as holster companies, firearm manufacturers, ammunition suppliers, etc. may be willing to attend and allow guests to try their products at your event. Reach out to them and see if they would like to promote this which will draw in new customers to your space.

1-2 Weeks Prior to the Event Date

Email Marketing

- If you have a list of emails that you can market to, promote your event to them.
- Send an email 2 weeks in advance and a reminder one week in advance of the event. This ensures that you aren't sending out the event too early where people will forget about it or too late where they already have something planned.
 - For additional best practice recommendations related to email marketing, please explore the [Email Marketing 101 Guide](#).
- You can obtain email templates for select events on the Creative Center, the sister platform to the USCCA [Official Partner Portal](#). (The Creative Center is accessible in the lower left-hand corner of the Official Partner Portal.)
- In the email, include event details and anything that will attract attendees - refreshments, vendor demos, etc. People want to see what entertainment you will have.

Social Media Marketing

- Create an event on your Facebook social media page and invite everyone who follows your page to the event. Be sure to include all the details. Visit the Facebook Events Guide for additional information on how to host a successful Facebook event.
 - Note: There is also a list of social media best practices on the Official Partner Portal.
- Create a social media post using a catchy image that will get prospective attendees' attention.
 - There are organic social media post graphics (and Facebook event header graphics) available both on the Official Partner Portal and the Creative Center.
 - Be sure to include an event registration link in the post directing users to the USCCA Partner Events Hub landing page so you know how many people to expect at your event.

1-2 Weeks Prior to the Event Date

Create A Social Media Reminder

- Create a post closer to the event to remind your social media followers of the event. Be sure to promote refreshments, demos, and any other details they would find exciting.

Send Reminder Emails or Texts

- Everyone can benefit from a reminder. If you have attendees' phone numbers and the capability, send reminder texts if they have registered for your event. If not, email reminders help. If your event is already being promoted by the USCCA through an "Official Partner Experience" and registrants have signed up through the Partner Events Hub, these SMS and email reminders will be automatically delivered to registered attendees.
- Send reminders one to 3 days before your event and on the day of your event. SaaS providers like Otter Text provide access to SHAFT-compliant SMS solutions for the firearm industry.

At The Event

Official Partners: Use This Opportunity To Build Your Business.

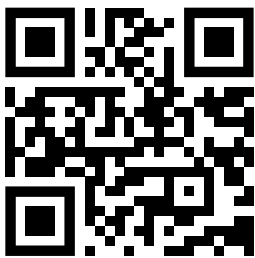
- Make sure attendees can find your class.
 - If your classroom location is hard to find, make sure there is signage available to direct attendees to the appropriate room or entry point.
- Offer a discount on upcoming classes if attendees sign up at the event - such as \$10 off of a future class, an hour of complimentary range time, or a discount on relevant merchandise. This will serve to fill your future classes or retail space down the road.
- Be sure to have a sign-in sheet or some way of collecting attendee information like phone numbers, email addresses, names, etc. so you can market to them in the future.
- Selling USCCA Membership isn't the sole focus of these events. We also want to raise awareness of additional Official Partner training and education opportunities to engage with attendees again in the future.
- Leverage your Account Executive as a co-teacher in your classes or events. Our most successful Official Partner instructors will riff off of their Account Executives in the classroom, enriching your student's in-class experience.
- As always, if you have any questions, contact your USCCA Account Executive to help you and your business be successful.



ADDITIONAL EVENT RESOURCES

Marketing Assets

Visit the Official Partner Portal and USCCA Creative Center to download the full library of Event Materials and Resources.



Partner Support

Have questions regarding USCCA Training & Education? Contact the Partner Support team for feedback or best practice recommendations.



Event Questions

Contact your Account Executive to help plan and support your upcoming events.



**OFFICIAL
PARTNER**