



Livingston, Montana, 4.92 Acres

SportsAfieldTrophyProperties.com

INTRODUCTION

Sports Afield Trophy Properties, based in Huntington Beach, California, is a real estate marketing company that facilitates both the selling of real estate and the obtaining of listings. Sports Afield Trophy Properties is a broad-based network offering listings of countryside properties. We market ranch, farm, agricultural, woodland, forest, equestrian, waterfront, hunting, fishing, and recreational outdoor properties. All sales are conducted by our professional, independent real estate brokers. Sports Afield Trophy Properties is not a real estate broker, nor a franchise, but rather provides marketing and support to independent brokers.





WHAT WE DO

Brokers participating in the company's program acquire an exclusive territory in which they can list and sell.

The company operates a website for its brokers, actively markets real estate via print, trade shows, and social media and promotes real-estate sales via its affiliated companies such as *Sports Afield* magazine. Through syndication, the company's website reaches six hundred additional real estate websites.

Sports Afield Trophy Properties is part of a group of companies that includes *Sports Afield* magazine, *World of Sports Afield* television, Safari Press, and the Sports Afield brand which is licensed worldwide; these companies offer further platforms to promote Sports Afield Trophy Properties. We use our knowledge and leverage our large base of media and marketing in order to connect trophy properties with buyers who share our passion for farming, woods, wildlife,

conservation, and the great outdoors.

We advertise our property listings and the Sports Afield Trophy Properties program on ALL our media platforms. Our purpose is to enhance our brokers' limited resources to market their businesses and sell their properties. A wise person once said, "I know 80 percent of my advertising is wasted—if I could just figure out which 80 percent!" Because *Sports Afield* is in the media business, we know how to make the most of your marketing capital.


Brokers participating in the Sports Afield Trophy Properties program have exclusive territories to list their property on the Sports Afield Trophy Properties website.

WHAT IS A "TROPHY PROPERTY"?

A trophy property is a real estate term for the top 2 percent of properties in a given subcategory.

The term typically refers to residences that are architectural or historical in nature, agricultural lands that have extraordinary yields, high-amenity natural land, and properties with spectacular views; in other words, any property that has extraordinary features can be designated a trophy property. The term also can refer to capstone properties such as office buildings or other unique income-producing properties. Features of trophy properties for our network include the following:

- Forests and woodlands
- Fishing
- Agriculture
- Ranching
- Hunting
- Rivers and streams
- Hunting lodges & resorts
- Equestrian
- Lake/ocean frontage
- Farms and ranches
- Recreational clubs
- Recreation-orientated business
- Recreation commercial opportunities
- Residential properties that are located in or provide access to recreational properties

The main image of the page is a photograph of a river with a waterfall. The river flows from the upper right towards the lower left, cascading over several small drops. The water is white and frothy. The surrounding area is a dense forest of tall evergreen trees. In the background, a large mountain peak is visible, partially covered in snow. The sky is a clear, bright blue.

Westcliffe, Colorado, 157 Acres

SPORTS AFIELD®

THE PREMIER HUNTING ADVENTURE MAGAZINE



SPORTS AFIELD MAGAZINE

The story of *Sports Afield* is the story of the oldest outdoor magazine in America. Founded in 1887 by Claude King in Denver, Colorado, *Sports Afield* grew in circulation and influence throughout the twentieth century to become one of the leading voices in hunting and conservation not just in America but also around the world. Some of the most famous outdoor writers of the twentieth and twenty-first centuries have graced the pages of *Sports Afield*, including Earl Stanley Gardner, Ernest Hemingway, Gene Hill, Zane Grey, Grits Gresham, P. J. O'Rourke, Gordon MacQuarrie, Russell Annabel, John Barsness, Walt Prothero, Craig Boddington, and many more.

Sports Afield is the most respected name in the industry; it is also the leading authority on conservation and hunting travel. With its concentrated readership of active, affluent hunters, *Sports Afield* is ideally positioned to connect our brokers with the USA's most affluent and most active sportsmen and women. Over two-thirds of our readers are high-net-worth individuals. Readers of *Sports Afield* come from all walks of life: lawyers, CEOs, doctors, captains of industry, farmers, NASCAR drivers, software engineers, and professionals from every field. All have one thing in common: They can afford the type of properties that our network offers.

WHO IS LOOKING AT YOUR PROPERTY

Besides being a hugely well-respected and internationally recognized name, *Sports Afield* is a media dynamo that gets its message and brand out 24/7, 365 days a year—year-in, year-out. For more than 130 years, *Sports Afield* has delivered high-quality content to an audience of engaged outdoor and conservation-minded individuals. For over *six generations* readers have trusted *Sports Afield* to deliver sage advice and expertise to help them in their pursuit of activities in the great outdoors.

Thus, with a name as trusted and familiar as *Sports Afield*, we have a reputation that is unmatched in the sporting, outdoor, and ranch markets. Our values and heritage run deep, but our methods of connecting with our audience are always evolving.

Let us use our media reach and decades of professional experience to help you target the right audiences for your trophy properties.

→ **1,000,000**

More than 1,000,000 brand impressions per week!



10,000+
10,000+ social media impressions per month

20,000

20,000 web visitors per month on sportsafield.com



18,000

18,000 web visitors per month on sportsafieldtrophyproperties.com

40,000

40,000 *Sports Afield* magazine subscribers



120,000

120,000 *Sports Afield* magazine readers

→ **30,000,000**

30 million TV viewers on the Sportsman Channel

SPORTS AFIELD®

Established 1887

A SHORT HISTORY OF THE SPORTS AFIELD BRAND

Besides publishing the *Sports Afield* magazine, the parent company engages in licensing the Sports Afield name for selected goods and services. Throughout the twentieth century, first the Hearst Corporation and then Robert E. Petersen—prior owners of *Sports Afield*—actively pursued licensing deals for the Sports Afield brand. Beautiful, vintage Sports Afield goods from by-gone eras can still be found today on places like eBay. When the present owners acquired the intellectual property rights to *Sports Afield*, they continued this tradition of promoting the Sports Afield brand.



Sports Afield for the last three years has been named one of the top 150 licensed brands in the world by *License! Global* magazine, putting us in elite company with the likes of Disney, Hasbro, and Coca-Cola. What does that mean to you? When you list with a Sports Afield Trophy Properties brokerage, you leverage worldwide brand recognition with real estate buyers and brokers. Brand recognition based on a business that's been around since 1887 inspires trust, and that trust generates sales for the broker.

Sports Afield-branded products are proudly displayed in some of the most highly trafficked retailers in the nation. These include:



SPORTS AFIELD®

Established 1887



Sports Afield
Haven Fire Safe



Sports Afield
Sanctuary Executive Safe



Sports Afield
Tactical Fire Safe



Sports Afield
Gun cases



Sports Afield
Leather bags



Sports Afield
Clothing



Sports Afield
Book: *Celebrating 130
Years of Sports Afield*



Sports Afield
Ammunition



Sports Afield
Camping gear



Sports Afield
Knives

SYNDICATION

When a property gets listed with Sports Afield Trophy Properties, the property not only gets exposure to *Sports Afield's* audience of affluent readers, but it also gets exposure on all of the best land sites in the industry. We feed our properties to over 600 land and real estate websites, including:

Land Watch | Lands of America | Land And Farm | Mansion Global
And over 600+ more

Syndication just makes sense. Extend your reach far beyond what is normally possible by listing with Sports Afield Trophy Properties.

The word cloud contains numerous newspaper titles such as Anchorage Daily News, Montgomery Advertiser, The Baxter Bulletin, The Arizona Republic, The Fresno Bee, Los Angeles Times, Monterey County Herald, Oakland Tribune, San Mateo County Times, The Argus, Tri-Valley Herald, Santa Cruz Sentinel, The Daily Review, The Desert Sun, The Press-Enterprise, The Sacramento Bee, The Californian, The Mercury News, The Tribune, Visalia Times-Delta, Tulare Advance Register, Modesto Bee, Contra Costa Times, Fort Collins Coloradoan, The Hartford Courant, The Washington Post, Asbury Park Press, The News Journal, Bradenton Herald, The Daily Advertiser, The Daily World, The News Star, The Times, Baltimore Sun, The Daily Times, Battle Creek Enquirer, Detroit Free Press, Lansing State Journal, The Daily Press & Argus, Observer & Eccentric Newspapers, The Times Herald, St. Cloud Times, The Kansas City Star, Springfield News-Leader, The Sun Herald, Clarion-Ledger, Great Falls Tribune, Citizen-Times, The Charlotte Observer, The News & Observer, Courier News, Courier-Post, Daily Record, The Wall Street Journal, and many others.

Overlaid on the word cloud are several prominent logos and titles:

- Land.com** (with a black and white circular logo)
- Land Watch** (with a green circular logo)
- Lands of America** (with a green circular logo)
- LANDFLIP** (in large green letters)
- Land And Farm** (in large green letters)
- MANSION GLOBAL** (in large black letters)
- THE WALL STREET JOURNAL** (in large black letters)
- THE FUTURE OF LUXURY LIVING** (in smaller black letters below Mansion Global)

CONVENTIONS



Sports Afield Trophy Properties has a highly visible presence at the nation's largest and most prestigious outdoor shows and conventions. *Sports Afield* and Sports Afield Trophy Properties are the title sponsors of the Dallas Safari Club Convention, which takes place every January in Dallas, Texas. In 2018, the Dallas Safari Club Convention attracted 60,000 visitors. This is the largest conservation convention in the country, and according to their 2016 survey, **36 percent of attendees own properties valued at over \$1M.** According to the Dallas Safari Club website:

“Looking for an affluent market of traveling sporting enthusiasts to market or promote your product or service? DSC with *Sports Afield* holds an annual convention in Dallas to celebrate wildlife and the sporting way of life for thousands of hunters and anglers from around the globe. More than 50,000 discerning sportsmen and sportswomen from throughout Texas, the country, and around the world will attend the four-day Exposition featuring more than 1,000 exhibits from Alaska to Zimbabwe.”

In addition, we are a featured exhibitor at Safari Club International's annual convention, the “Ultimate Hunters' Market.” We have a large presence at the outdoor industry's massive annual Shooting, Hunting, and Outdoor Trade (SHOT) Show, and we are also at the Licensing Expo / LIMA Licensing convention, as well as the Real Estate Land Institute (RLI).

*Kay Bailey Hutchison
Convention Center
Dallas, Texas.*





We believe that sporting pursuits and land go hand in hand. In addition to our footprint in the outdoor market, we are serious about real estate and land. Sports Afield Trophy Properties has been named to the Land Report's list of Best Brokerages for the last fifteen consecutive years.

- At any given time, we have over \$500,000,000 in active listings, ranging from untouched land to sprawling estates to working agricultural farms.

- In addition to the quality of our listings and the reach of our media footprint, we have over 120 expert brokers, agents, and marketing professionals ready to serve you and get your property sold.

- Sports Afield Trophy Properties began as Cabela's Trophy Properties in 2004 as a national listing service for outdoor and recreational properties. *Sports Afield* purchased the rights to Cabela's Trophy Properties in March 2014, and changed the company name so as to identify with *Sports Afield's* legendary brand and prestige.



OUR COMMITMENT TO GOOD STEWARDSHIP

We feel that land is a precious resource and that it is our duty to preserve our natural resources and our heritage of the outdoors for future generations. We do that by being good stewards of our lands and waters. To that end, we are proud to be associated with the most impactful and highly regarded land and fauna conservation organizations in the world:

- Conservation Force
- Rocky Mountain Elk Foundation
- Realtor's Land Institute
- Safari Club International
- National Shooting Sports Foundation
- Farmers Institute
- Dallas Safari Club
- Wild Sheep Foundation
- Rowland Ward Ltd.
- Congressional Sportsman Foundation
- National Timber Research Institute



NATIONAL TIMBER
RESEARCH INSTITUTE



CONSERVATION FORCE

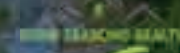
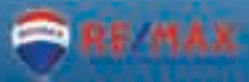
PARTICIPATING BROKERAGES



Southern Old
Realty LLC



TRUE WEST
EQUINE REALTY





Sports Afield Trophy Properties

- Nationally recognized brand for over 130 years.
- Broker participation with the SATP Planning Council.
- World-class website.
- 24/365/360-degree marketing.
- Dedicated TV show
- Marketing and branding via *Sports Afield* magazine
- Dedicated marketing, advertising, and branding team of professionals.
- More million dollar listings than any other site in its' class.
- SATP sells homes faster.



Canon City, Colorado, 39.42 Acres



Salmon, Idaho, 23.88 Acres



Merriman, Nebraska, 2,440 Acres



Alderpoint, California, 26,600 Acres

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Ennis, Montana, 40 Acres

SportsAfieldTrophyProperties.com