

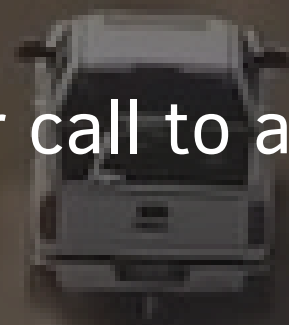
ON THE ROAD CREATOR TEAM



LET'S GO ON THE ROAD

In 1988, Buckmasters changed the outdoor industry by airing the first-ever deer hunting show on cable, sparking the longest-running hunting series in television history. Now, in 2024, we're making history again by building the largest network of rising outdoor creators. Just as today's biggest names had to start somewhere, Buckmasters and our partners will proudly stand beside the next generation from the very beginning.

- **Legacy of Innovation:** From launching the first hunting show in 1988 to today, Buckmasters continues leading the way in outdoor storytelling.
- **Future of the Outdoors:** We're uniting a dynamic community of new influencers — hunters, anglers, campers, cooks, and adventurers — who will shape the future of outdoor content.
- **“Go On the Road With Us”:** Our call to action invites audiences to join the journey and become part of the Buckmasters family.



WHO WE REACH WHILE WE ARE ON THE ROAD

Along with the Buckmasters **growing** platforms, each of our creators cater to their own community on their personal channels. The analytics shared below are cumulative figures for our **current** team - that is consistently expanding - on each digital platform.

- FACEBOOK COMMUNITY **2.4M**
- INSTAGRAM COMMUNITY **977.5K**
- TIK TOK COMMUNITY **2.6M**
- YOUTUBE **534.3K**
- TOTAL **6.5M**





OUR TEAM

Our **growing** team of enthusiasts each bring a genuine love and passion for the outdoor lifestyle.

Through social media, they have individually built platforms where they can share their stories online and engage in a like-minded community.





TIM VAN DOREN
2.1M FOLLOWERS



ALYSSA HALL
1.3M FOLLOWERS



JONAH HYATT
21K FOLLOWERS



RENEE FLATLAND
25K FOLLOWERS



CODY HALL
64.7K FOLLOWERS



ALLIE BUTLER
400K FOLLOWERS



ALLISON VOGES
130K FOLLOWERS



DEVON DEGENHARDT
30K FOLLOWERS



JENNIFER DANELLA
180K FOLLOWERS



KAITLIN BOWEN
25K FOLLOWERS



RICCA MOUNTIN
21K FOLLOWERS



AUBREY SCHREIBER
12K FOLLOWERS



GLORIANNE BOYD
128K FOLLOWERS



RYAN BOYD
208K FOLLOWERS



GARRETT HEIKES
9K FOLLOWERS



SAMUEL MELTON
5.3K FOLLOWERS



MARINA CHILDRESS
4.2K FOLLOWERS



CHRISTINE ROWE
6.9K FOLLOWERS





KALEB JONES
3.8K FOLLOWERS



SARAH KOZLOWSKI
74K FOLLOWERS

BUILD A BRAND AND A COMMUNITY ON THE ROAD



Consumers no longer buy **products** - they buy **brands** - and they base that decision based on which **community** they belong to after purchase.

Your customers connect with your **brand**, not your **products**. So, let our "On the Road" team strengthen connections and loyalty to your brand through relatable content, engaging adventures and a community where they feel like they **belong**.

ADVERTISE ON THE ROAD

Utilize a diverse team of outdoor specialists in one place to the advantage of your brand.

We handle communication of brand needs, organization and delivery of high-quality content for easy access, and brand awareness through authentic advocacy.

RECEIVE A VARIETY
OF HIGH-QUALITY
CONTENT FROM
MULTIPLE
CREATORS EACH
MONTH

GAIN UNIQUE
IMPRESSIONS
ACROSS SEVERAL
PLATFORMS
THROUGH EACH
CREATOR AND
BUCKMASTERS

DEVELOPE A
COMMUNITY AND
ADVOCACY FOR
YOUR BRAND
THROUGH A TEAM
OF RESPECTED
CREATORS



LAUNCH & SUPPORT CAMPAIGNS

SHARE CAMPAIGN
BRIEFS WITH US TO
SHARE WITH OUR
TEAM OF CREATORS

GIVE BUCKMASTERS
THE OPPORTUNITY
TO BUILD
CAMPAIGNS THIS
YEAR FOR OUR
INFLUENCER TEAM

ALLOW OUR TEAM
MEMBERS TO GET
CREATIVE WITH YOUR
PRODUCTS IN THEIR
PERSONAL LIVES AND
SHARE CONTENT THAT
IS AUTHENTIC TO THEIR
AUDIENCE



MONTHLY CONTENT TO REPURPOSE

Each month, our team will provide you with unique images and videos for you to repurpose, however you see fit.

Below are some examples of shots that we have taken for our partners in 2024.



OPPORTUNITIES FOR PARTNERS WITHIN BUCKMASTERS

YOUR ONE STOP SHOP.

- BUCKMASTERS EXPO
- TELEVISION
- MAGAZINE
- DIGITAL NEWSLETTER
- SOCIAL MEDIA
- "ON THE ROAD" ROSTER
- PODCAST