

ON THE ROAD WITH BUCKMASTERS



LET'S GO ON THE ROAD

Back in 1988, Buckmasters made history by airing the first-ever deer hunting show on cable, launching what would become the longest-running hunting series in television history. Now, in 2024, we're ready to make history once again. We've begun recruiting the largest and most dynamic network of emerging outdoor influencers and content creators. Today's biggest names all started somewhere, and going forward, Buckmasters and our sponsors will proudly say we were there from the very beginning.

To our audience, we're saying, "Go On the Road With Us"—join a team of passionate outdoorsmen and women as they share the excitement of their lifestyle. From hunting and fishing to cooking, camping, scouting, noodling, and beyond, this journey is how the next generation of outdoor influencers will make their mark. And for that, they'll forever be part of the Buckmasters family.



WHO WE REACH WHILE WE ARE OUT ON THE ROAD

Along with the Buckmasters **growing** platforms, each of our influencers 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 **2.1M**
- INSTAGRAM COMMUNITY **942.6K**
- TIK TOK COMMUNITY **2.4M**
- YOUTUBE **421.3K**
- TOTAL **5.9M**





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.





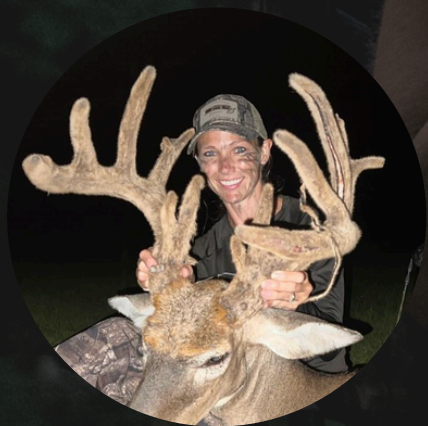
TIM VAN DOREN
2.1M FOLLOWERS



ALYSSA HALL
1.3M FOLLOWERS



RYAN BOYD
208K FOLLOWERS



GLORIANNE BOYD
128K FOLLOWERS



BRETT ROUSSELLE
65.3K 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



RENEE FLATLAND
25K FOLLOWERS



KATIE BREUNIG
18K FOLLOWERS



GARRETT HEIKES
9K FOLLOWERS



SAMUEL MELTON
5.3K FOLLOWERS



RACHELLE HEDRICK
32.3K FOLLOWERS



JOSH HEDRICK
4K FOLLOWERS



MARINA CHILDRESS
4.2K FOLLOWERS



CODY HALL
64.7K FOLLOWERS



TYLER + JENNI BESSER
5.7K FOLLOWERS



CHRISTINE ROWE
6.9K FOLLOWERS



LUKE + RYAN NOFFSINGER
4.4K FOLLOWERS



JONAH HYATT
21K FOLLOWERS



JANIE MILIOTO
10K FOLLOWERS



DEVON MULLENBACH
25K 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

