

# HOST RANGE BUSINESS PLAN



Use this easy formula to see how First Shots® can generate new business for you! Your experience will depend on your location, instructor and commitment to First Shots.

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\_\_\_\_\_ Number of students you believe you can attract to a First Shots event X \$25 reservation fee per student = \$\_\_\_\_\_ (for example, if you attract 20 students, you will generate \$500)

50-70% of students who will return for their Second Round (based on NSSF research and the experiences of other First Shots host ranges) = \_\_\_\_\_ (for example, of the 20 students who attend your class, experience says between 10 and 14 will return for their Second Round experience)

\$25 Range Reward Reimbursement times Number of Second Round redemptions = \$\_\_\_\_\_ (for example, if 10-14 students return to redeem their reward, NSSF will send you \$250 to \$350)

Value of a range customer \$\_\_\_\_\_ (NSSF research and experiences from other First Shots ranges report a new customer generated through a First Shots event is worth between \$1,200 and \$1,445.)

Total value of First Shots event: \_\_\_\_\_ Number new customers and \$\_\_\_\_\_ revenue (for example, if you generate 10 new customers and they are worth \$1,200, that's \$12,000! Imagine what you could generate if you hosted 6-12 First Shots events per year!)

## Cost of hosting First Shots:

Marketing Cost \$\_\_\_\_\_

**Less NSSF Support** [ Targets, Ammunition, Eye & Ear, Marketing co-op dollars or grants. ]

Instructor/range officer cost \$\_\_\_\_\_

## DID YOU KNOW?

**Experienced First Shots Host range managers tell us their marketing costs go down the more First Shots events they host – satisfied participants tell their friends, and classes fill up as soon as they are offered! Once you are established as a First Shots Host Range, the cost will go down, and the number of First Shots and Second Round customers will increase!**



This form can be sent via email, fax or mail to:

**National Shooting Sports Foundation**

Attn: Ann Gamauf

11 Mile Hill Rd.

Newtown, CT 06470-2359

**Email:** [agamauf@nssf.org](mailto:agamauf@nssf.org)

**Phone:** 203-426-1320 ext 247

# HOST RANGE CENTENNIAL GUN CLUB CASE STUDY



## OUR EXPERIENCE

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We've been offering First Shots monthly for 6+ years:



**1307**

Students  
Attended



**48.3%**

Female  
631



**51.7%**

Male  
676

## OUR RETURN ON INVESTMENT

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**70%**

Returned to Our Range

**52%**

Have Taken Additional Training

**41%**

Became a Member of our Range

**65%**

Purchase Shooting Equipment

**\$1,445**

Average amount spent of those who made purchases