

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.

_____ 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

Phone: 203-426-1320 ext 247

HOST RANGE CENTENNIAL GUN CLUB CASE STUDY



OUR EXPERIENCE

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



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