



2024

AIM PROGRAM & YOUTH MEMBERS

- ✦ National Director – Liz Lloyd
- ✦ AIM year to date membership is up 3%
- ✦ Over 40% of active ATA members are under age 23
- ✦ Junior Gold category has grown 221% in last 10 years
- ✦ 2,142 new AIM members year to date



2024 AIM GRAND

ENTRIES

Skeet – 438

Sporting Clays – 438

Handicap – 1,065

Doubles - 946

Singles – 1,554

Total 4,441 entries

*Compared to 4,227 in 2023
up 214 entries, 5%*



All-American Points Factor of 7

**TOTAL AIM EVENTS
REGISTERED TARGETS =
643,300**

**TOTAL ATA TARGETS
REGISTERED BY
MEMBERS UNDER 23 =
12,754,400**

**OVER 25% OF ALL ATA
REGISTERED TARGETS.**

17 AIM TITLE SPONSORS • 19 PATRON SPONSORS

2024 US Open

- May 29- June 2, 2024
- Provides numerous Grand American preparation opportunities
- 728 Classified Shooters
- 22 states represented, 76% from Illinois and Missouri
- 1,181 Championship event entries
- Solid “4” competition factor earned
- Illinois Department of Labor consent to allowing 14 and 15 year olds to be scorekeepers, contributed to eliminating labor shortages





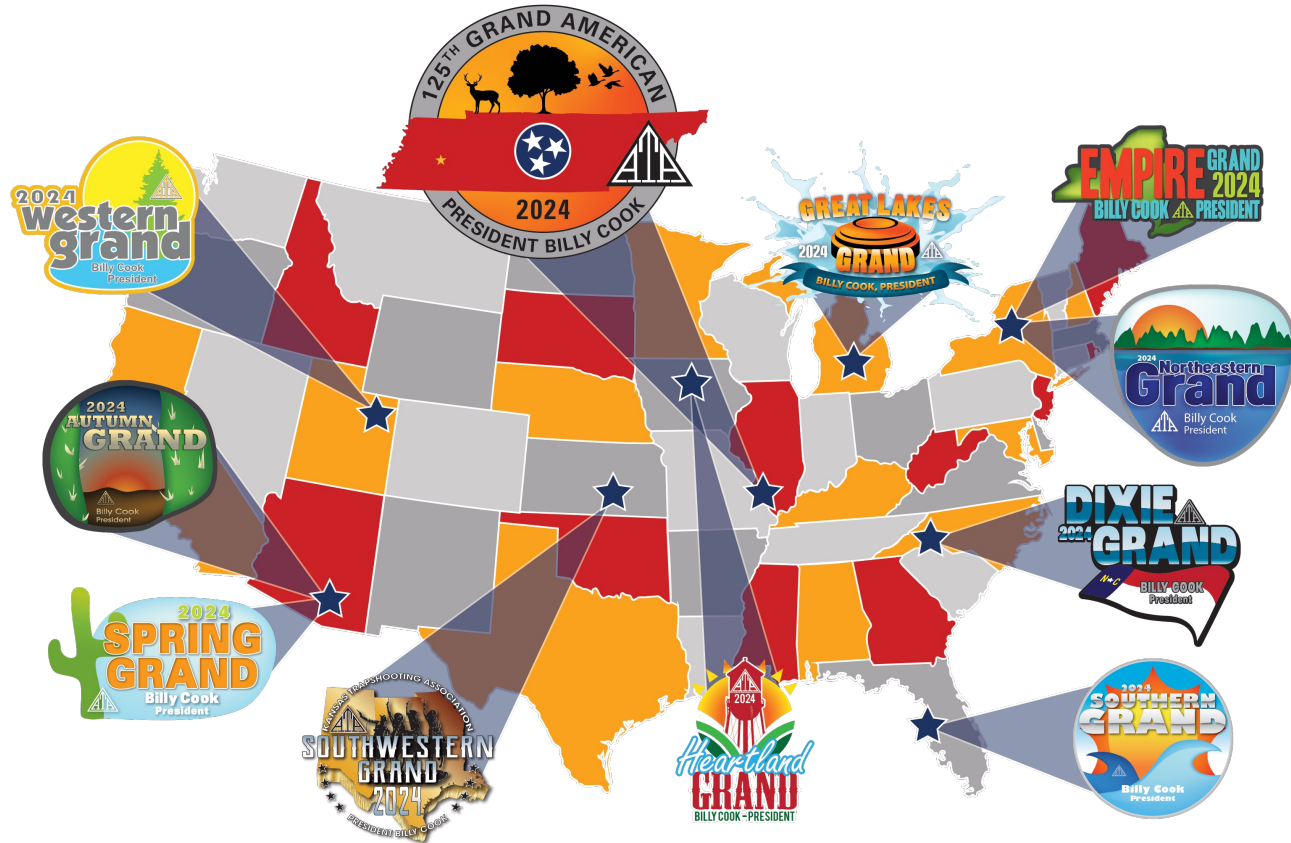
2024 Grand American

- Pre-squadding was up over 5.3% over 2023
- 58 Grand American Sponsors
- **ENTRIES & CLASSIFIED SHOOTERS NEARLY IDENTICAL TO LAST YEAR**

NEW SPONSORS TO THE 2024 GRAND AND AIM GRAND:

- WAREHOUSE ON WHEELS
- MOJO OUTDOORS
- CREATIVE RELOADING SOLUTIONS
- SHOTGUNS WEST
- TETRA HEARING (AIM & GRAND)
- GAMEBORE AMMUNITION
- PT AMMUNITION
- TILDEN SOLAR

Satellite Grands & State/Provincial Shoots



- YTD SATELLITE GRAND SHOOTS UP 4% COMPARED TO 2023
- STATE/PROVINCIAL SHOOTS PROCESSED EQUAL TO 2023 (THROUGH 7/15)

SCTP PARTNERSHIP REPORT

- ✓ Tenth year of partnership
- ✓ Through July 10 – 8,918 members during 2024 target year
 - Of the 8,918 members, 2,281 are first time ATA members
- ✓ Since 2016, the SCTP partnership has represented 38% of all NEW ATA members



MIDWAY USA FOUNDATION

- ENDOWMENT ACCOUNT CREATED IN 2017 WITH \$250,000 FROM ATA
- MATCHED BY POTTERFIELD FAMILY 2:1 IN APRIL OF 2017

-
- GRANT PAYOUTS 2018-2023 TOTAL \$260,229
 - 2024 PAYOUT WILL BE \$50,484
 - **TOTAL WILL BE \$310,713**

-
- CURRENT ENDOWMENT BALANCE - \$1,009,673
 - ATA RECEIVED A \$5,000 GRANT TO REIMBURSE COACHES FOR TRAINING AT THE NRA COACHES SCHOOL PRIOR TO AIM



MARKETING REPORT

- All social media activity up from last year
- **MARKETING DEPARTMENT RESPONSIBILITIES:**
 - ATA & AIM Websites
 - Satellite Grand program preparations
 - US Open, AIM Grand, and Grand American program preparations and promotions
 - Sponsor Exclusive emails to members
 - Secures bids & orders pins, patches, and trophies
 - Social media
 - Outreach for new members at various shoots
 - Order forms, brochures, etc. for ATA office
- ATA Representation appeared at the Shot Show (Las Vegas), MidwayUSA Foundation Annual Meeting (MO), and NRA Show (TX).



IT REPORT

Ben Bauer – ATA IT Manager

- 📁 Full Time Sparta Staff
- 📁 Maintains IT Hardware
- 📁 Manages Data requests



Todd Albers – ATA IT Contractor

- 📁 GADs & Central Database Software
- 📁 Maintenance and issues

IT REPORT

New Firewall at ATA Office

- 📁 Increased security
- 📁 Remote users now use VPN

Automated Shoot Report Upload Project

- 📁 Work with shoot software systems (I.E. SOS Clays and ScoresR)
- 📁 Automated upload of scores to the ATA Database during shoots
- 📁 Scores would be held in the database and released when dues and fees are received (ACH transfers would be ideal)

Central Database Updates

- 📁 As revisions are made to the database the software is updated to more current versions

Trap & Field Magazine

New staff since last year:

- Josh Buchiere - Assistant Editor
Experienced writer and accomplished trapshooter
- Khylee Kurtz - Circulation Manager
Versatile in other many areas of marketing
- Amanda DuVardo - Advertising Manager
Former Trap & Field Circulation Manager with trapshooting background and experience

Trap & Field Magazine

- Increased focus on advertising sales and branded merchandise
- Advertising and sales promotions to be offered
- Additional contract sales staff after the Grand
- Email Blasts to all ATA members
 - Focus on circulation and upcoming issues
- Additional Facebook & YouTube videos and Instagram posts
 - Enlisted the services of an experienced video producer
 - Major shoots and topics of interest
 - YouTube channel established
 - Currently reporting on Grand American and Paris Olympics
- Trap & Field survey results used for content decisions
- Trap & Field website to be revised and updated
- Digital Magazine delivery system to be re-evaluated



Trap & Field Magazine

A recent Facebook video featuring Barrett DeBrie had 549,276 views and engagement of 23,000 reactions, comments, shares, and clicks



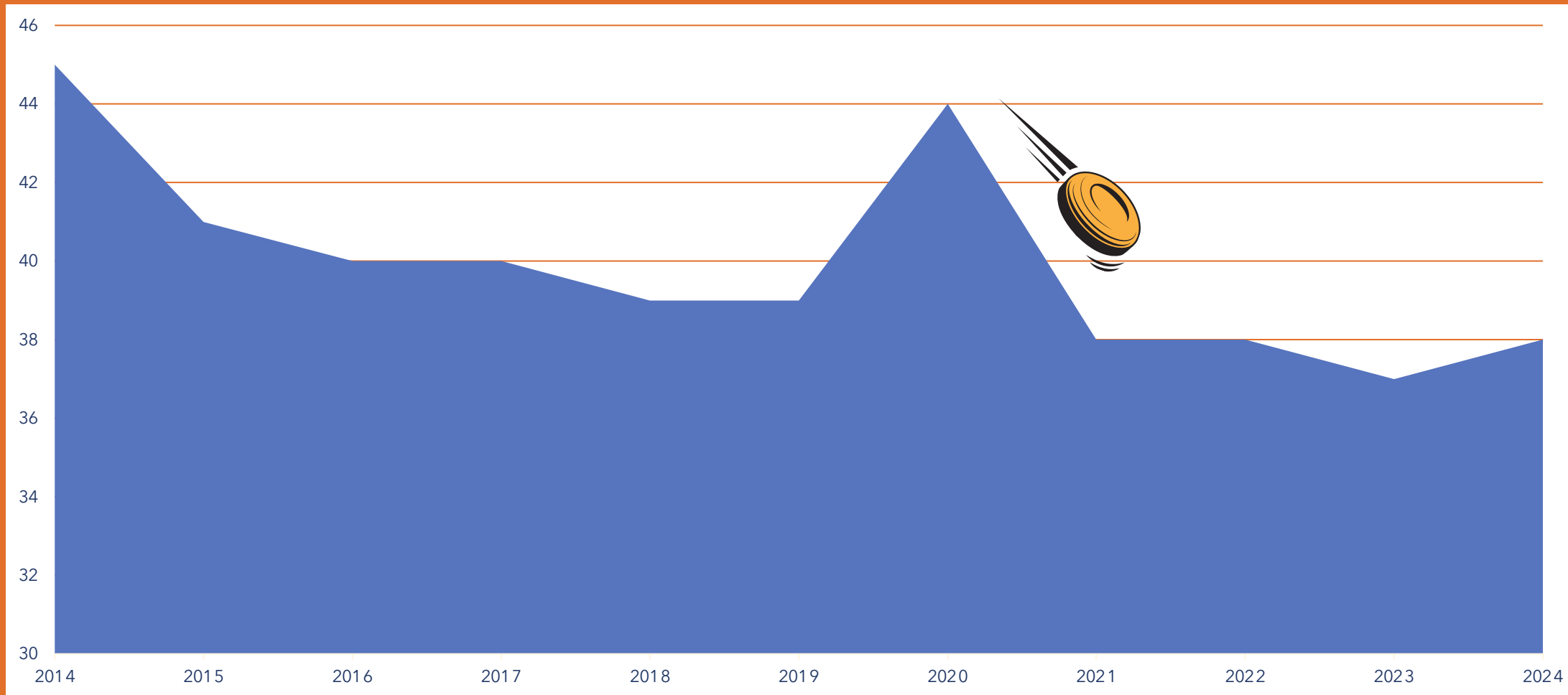
ATA Membership

2013-2024

(to date – August 5)

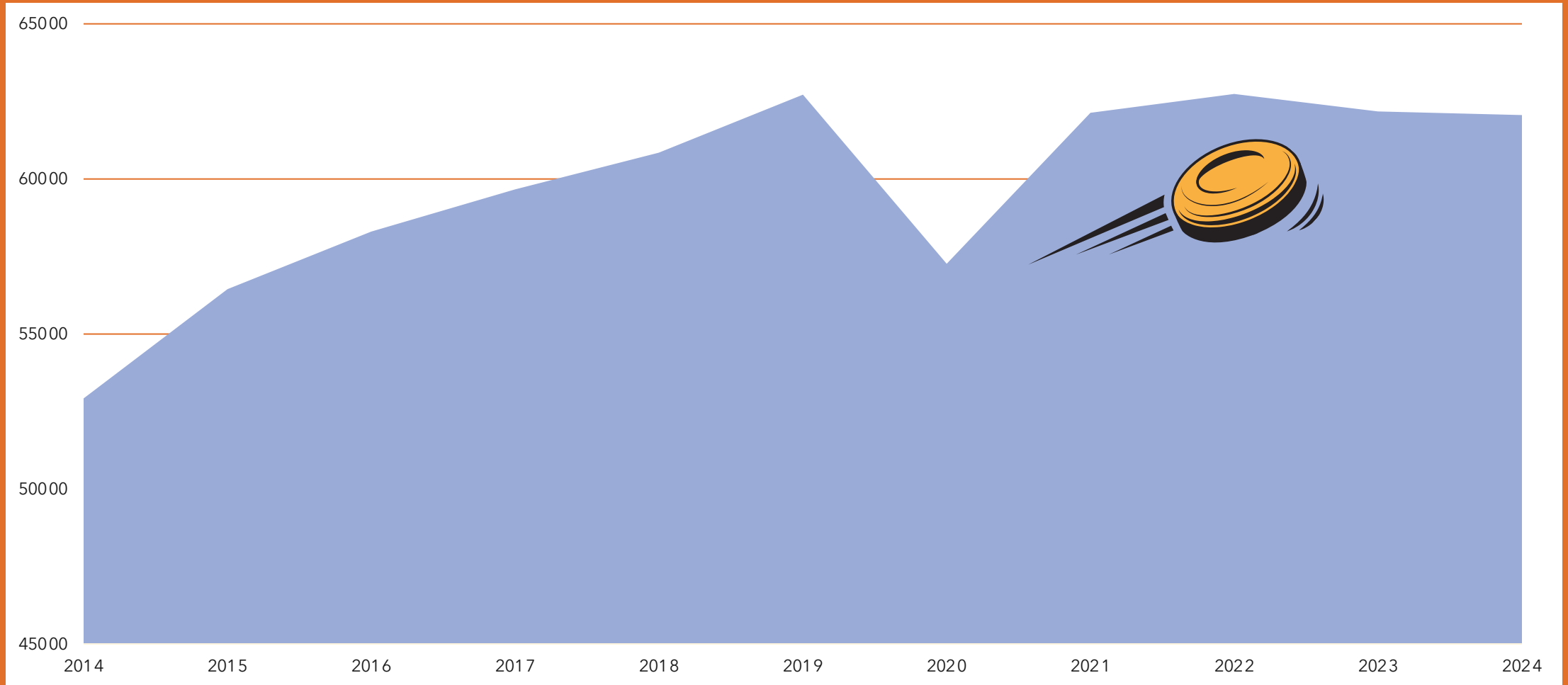


Average Member Age



Down 16% since 2014! Average age is currently 40 years.

ATA Membership



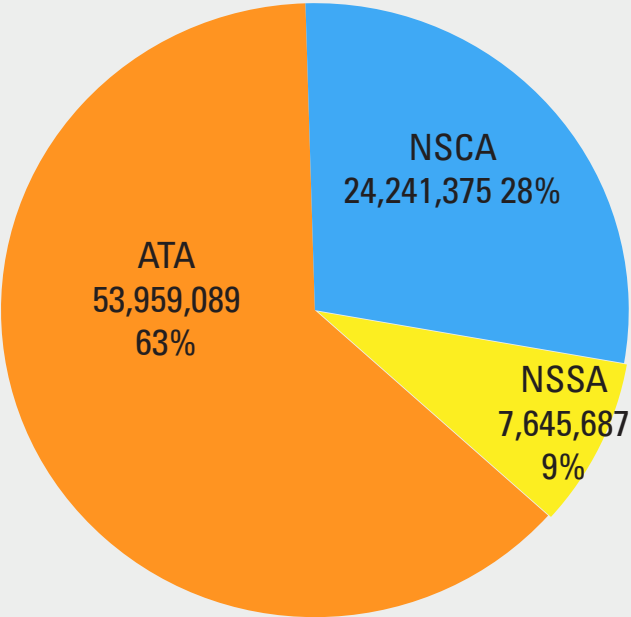
ATA membership is up 18% since 2014!

How Do We Compare?

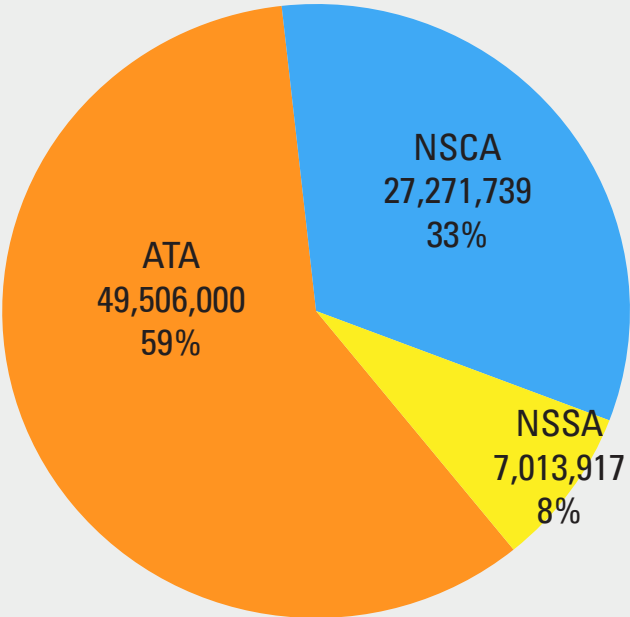
Membership & Participation Breakdown for the National Governing Bodies

REGISTERED TARGETS

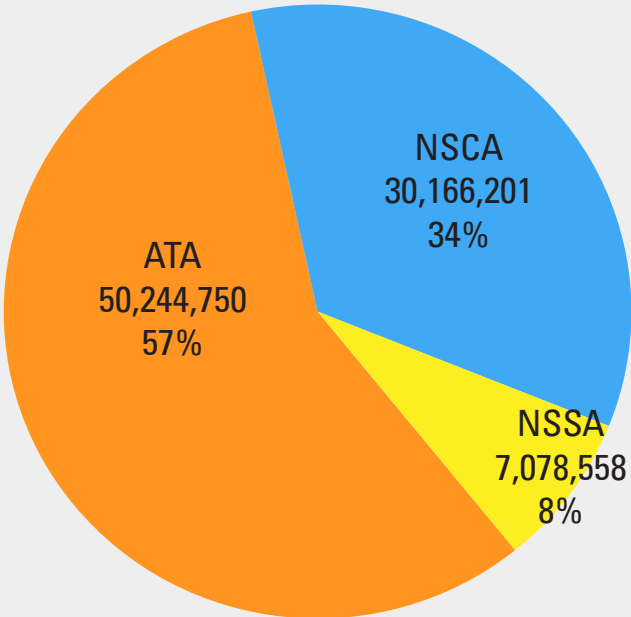
2021



2022



2023



MEMBERSHIP

2
0
2
1

ATA - 62,124 - 56%



NSCA - 32,693 - 30%



NSSA - 16,015 - 14%



2
0
2
2

ATA - 62,739 - 56%



NSCA - 32,937 - 29%



NSSA - 16,503 - 15%



2
0
2
3

ATA - 62,168 - 54%



NSCA - 35,593 - 31%



NSSA - 16,656 - 15%





**SPONSOR
VERIFIED
EMAIL
SERVICE
WITH THE ATA**



**A Free Perk to
Your Sponsorship
Agreement!**

As part of your Sponsorship Agreement, the ATA will send out your exclusive content to over 40,000 ATA members up to twice a month through 12/31!

Over \$10,000 in value at no additional cost to our sponsors!

For consumer email addresses, the cost per email address averages to \$0.25.



CONTACT US WITH ANY QUESTIONS!

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World Shooting & Recreation Complex

- ATA Lease with IDNR extended with same terms through 2036
- Skip Klinger became Executive Director of the property
- Trapshooting events continue to grow
- Berm Manager hired in July
- Sporting Clays Manager position currently open
- Only one vacancy in vendor buildings

Headquarters & Staff

- Josh Buchiere hired as Trap & Field Assistant Editor
- Khylee Kurtz hired as Trap & Field Circulation Manager
- Amanda DuVardo re-hired as Trap & Field Advertising Manager
- Sparta Office continues to serve our needs well



**THANK YOU FOR YOUR
COMMITMENT TO THE**

