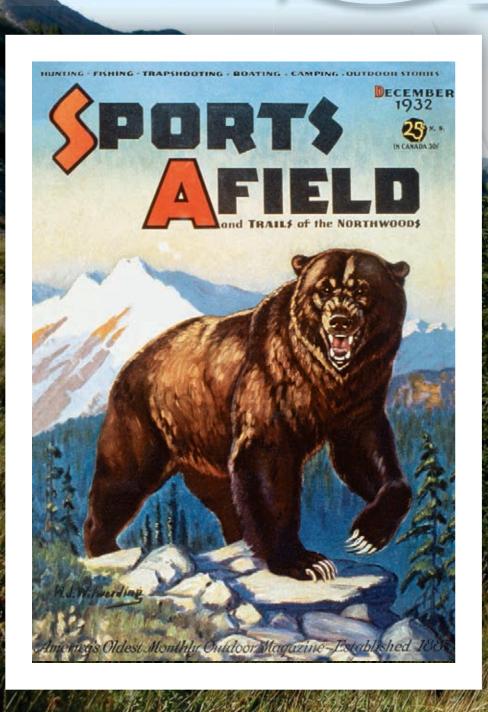
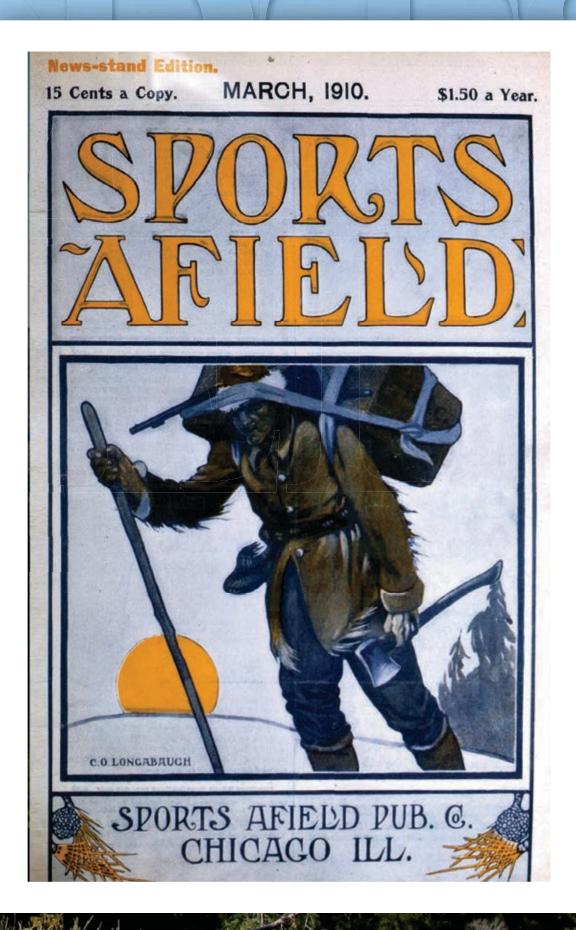




SYNONYMOUS WITH THE OUTDOORS SINCE 1887...









### THE SPORTS AFIELD PLATFORM

#### Sports Afield Magazine (digital/print)

Reaching a total readership of 122,000 dedicated outdoorsmen and outdoorswomen with every issue, *Sports Afield* is a high-end, glossy, information-packed magazine. With articles written by the most trusted names in the outdoor world, the magazine provides inspiration and motivation to those who love the traditional outdoor lifestyle.

#### Sports Afield Trophy Properties

The latest addition to the *Sports Afield* family of companies, Sports Afield Trophy Properties is the ultimate source for the outdoor enthusiast's recreational property needs. SATP works with a network of experienced brokers to find top properties for hunting, fishing, and other outdoor activities and is supported by a searchable website database and syndication with numerous listing services to market properties for sale.

#### SportsAfield.com

SportsAfield.com is a dynamic, interactive website full of hunting information and inspiration. From videos to photo galleries, to breaking news to blogs and an exclusive Adventure column, SportsAfield.com connects a vibrant community of highly motivated outdoor enthusiasts.

#### World of Sports Afield Television

The World of Sports Afield is hosted by internationally known big-game hunters James Reed and Dave Fulson, and produced by Safari Classics Productions. Our camera crews travel to the finest hunting destinations around the globe in search of outdoor adventure. Airing on the Sportsman Channel, the show reaches in excess of millions of households.

#### Licensing Program

Sports Afield forms partnerships with select manufacturers to license the Sports Afield name for clothing, luggage, knives, leather goods, gun safes, and many other products. The Sports Afield name, logo, and the famous vintage covers from the 1920s to the 1960s are available for licensing.

# SPORTS AFIELD®

The brand is all about telling stories, and we have 136 years of them. These include stories by such outdoor writer luminaries as Jack O'Connor, Zane Grey, Ernest Hemingway, Russell Annabel, Jason Lucas, Jimmy Robinson, and Craig Boddington.

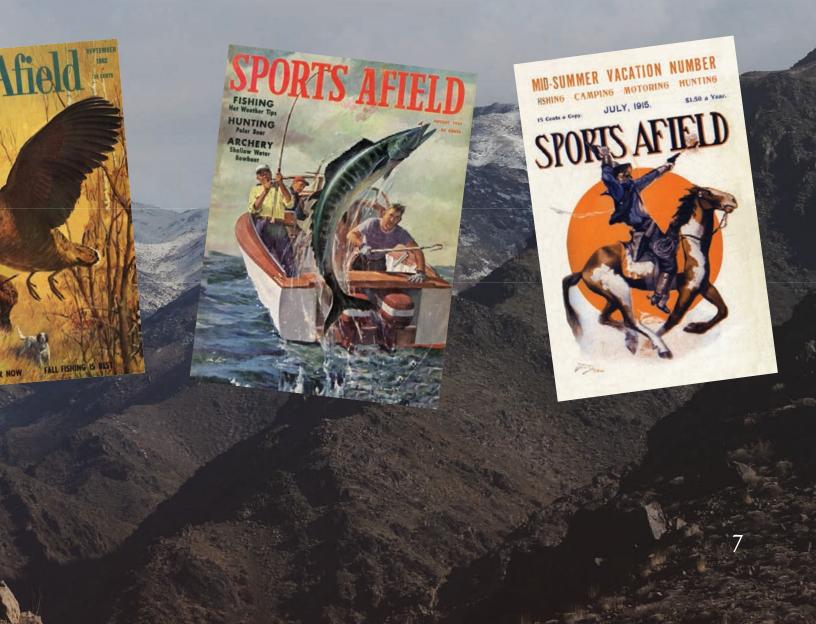
Come share the adventure. . . .





The brand offers a compelling brand image and visual archive on which product development can focus.

Sports Afield is unique in the license-brand universe because it offers a magazine, TV show, and website that all support the brand by promoting its continuing image, product introductions, and sales.







# THE STORY OF THE OLDEST OUTDOOR MAGAZINE IN AMERICA

The oldest outdoor magazine in the country, *Sports Afield* has been one of the most respected names in the industry for more than 136 years. Today, *Sports Afield* is the leading authority on big game and hunting travel, with a concentrated readership of active, affluent hunters.

Founded in 1887 by Claude King in Denver, Colorado, *Sports Afield* grew in circulation and influence throughout the twentieth century to become one of the leading voices in hunting and conservation. In 2002, the magazine was purchased by the owners of Safari Press, a successful publishing company specializing in high-end hunting and firearms books with thirty years of experience in the publishing arena. The new owners recast *Sports Afield* as a magazine for serious hunters who like to read about and experience real adventure.

Under the leadership of Diana Rupp and Ludo Wurfbain, *Sports Afield* was relaunched as a high-quality, high-end magazine focusing on big-game hunting adventures around the world. *Sports Afield*'s articles, columns, and photographs are created by the most knowledgeable hunting and firearms experts in the business, and the magazine covers the hunting world with a depth and breadth of information and inspiration unmatched by any other publication. Building on its long history, *Sports Afield* has established itself as the premier hunting adventure magazine in America.

Today's Sports Afield serves people who have a passion for hunting around the world. The magazine focuses on the most popular destinations in North America for species such as deer, bear, bighorn sheep, elk, caribou, and waterfowl/upland game and in Africa hunts for Cape buffalo, kudu, and leopard. Sports Afield's primary goal is to inspire hunters with exciting adventure stories about the most desirable game species. In addition, the magazine strives to keep its readers informed by publishing articles that cover top hunting destinations, the right tools and gear, conservation issues, and the skills every hunter needs to pursue a variety of game animals successfully.



## **CORE VALUES**

The Sports Afield brand is dedicated to quality, authenticity, tradition, and a strong conservation ethic.

Quality: Sports Afield's magazine, television show, website, and licensed products are held to the highest standards, as befits our loyal customer base.

Authenticity: Sports Afield has always represented the real outdoorsman. Our philosophy is that of a solid, long-term commitment to the outdoor lifestyle, not gimmicks or fads.

Tradition: Sporting traditions that allow families to create lifelong memories have always been a core value of *Sports Afield*; these traditions, which lead to a lifelong love of the outdoors, are more important than ever in today's technology-laden world.

Conservation: Since Theodore Roosevelt's time, sportsmen have been North America's true conservationists. Sports Afield is proud to uphold a strong conservation ethic to ensure that wildlife-rich woods and fields are passed down to our children and grandchildren.











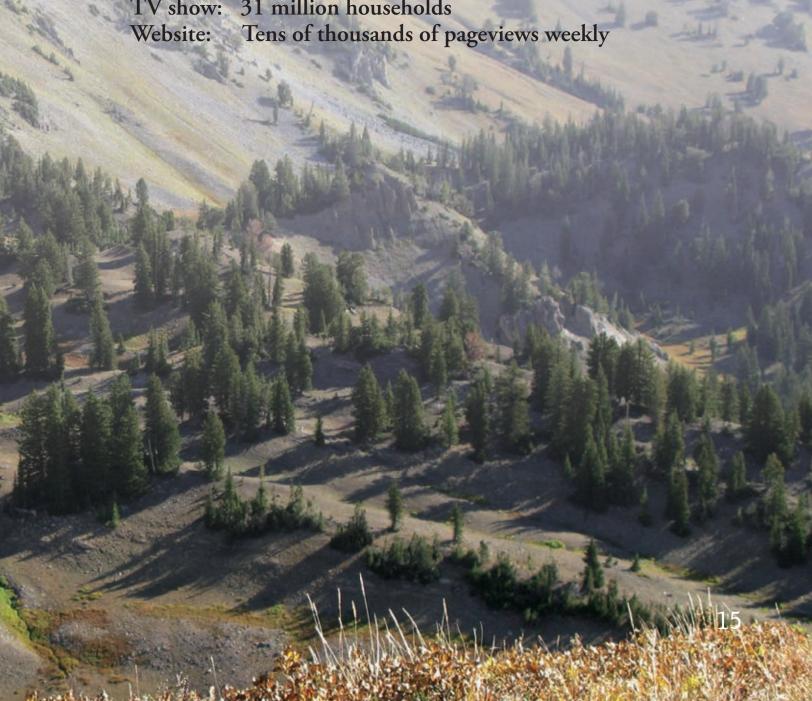


## SPORTS AFIELD BY THE NUMBERS

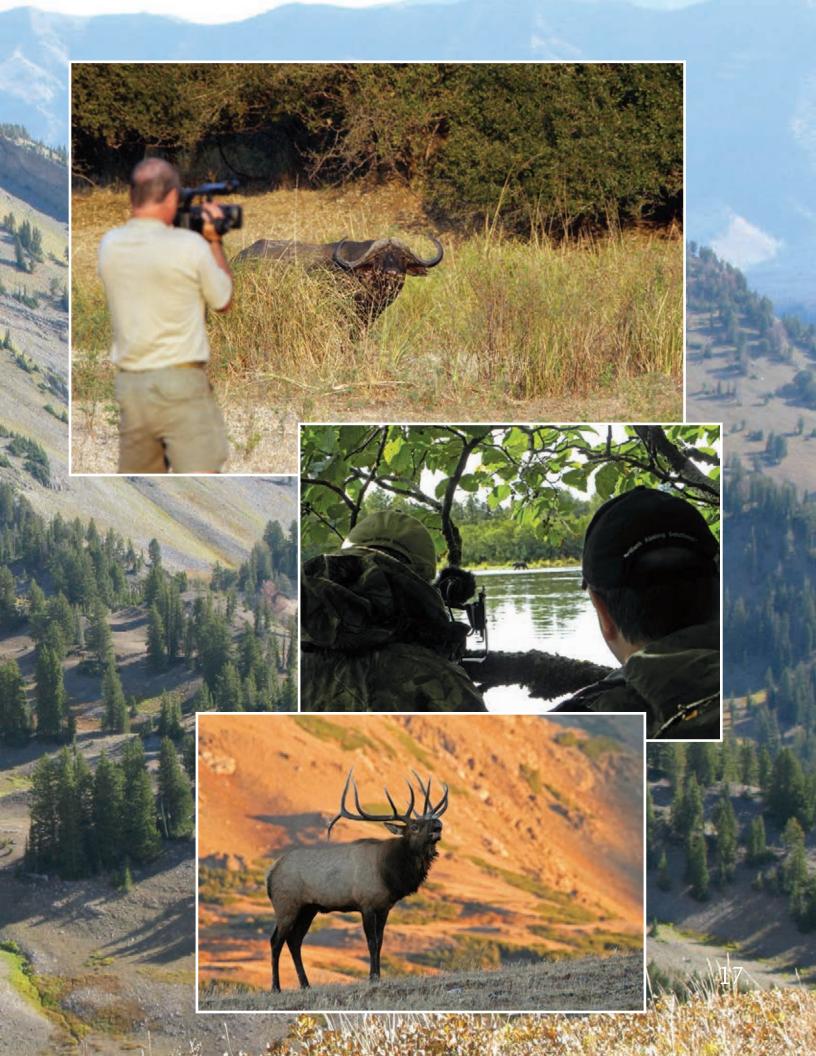
Sports Afield is one of the most recognized outdoor brands in the world.

Magazine: 122,000 readers / 6 issues per year (digital/print)

TV show: 31 million households









#### SPORTS AFIELD TROPHY PROPERTIES

The newest company under the *Sports Afield* brand is *Sports Afield* Trophy Properties, the ultimate source for the outdoor enthusiast's recreational property needs.

of outdoor enthusiasts, *Sports Afield* is ideally positioned to connect North America's most active and affluent sportsmen and sportswomen with the properties of their dreams



Sports Afield acquired the assets of Cabela's Trophy Properties (CTP), the real estate listing arm of Cabela's, in early 2014. For ten years, CTP was the leading source for recreational property listings, with a network of experienced brokers who are recreational real estate specialists who live, breathe, and understand the outdoors. By building and expanding on this solid platform, Sports Afield Trophy Properties provides the same excellence in property services that buyers and sellers alike experienced under the CTP brand.

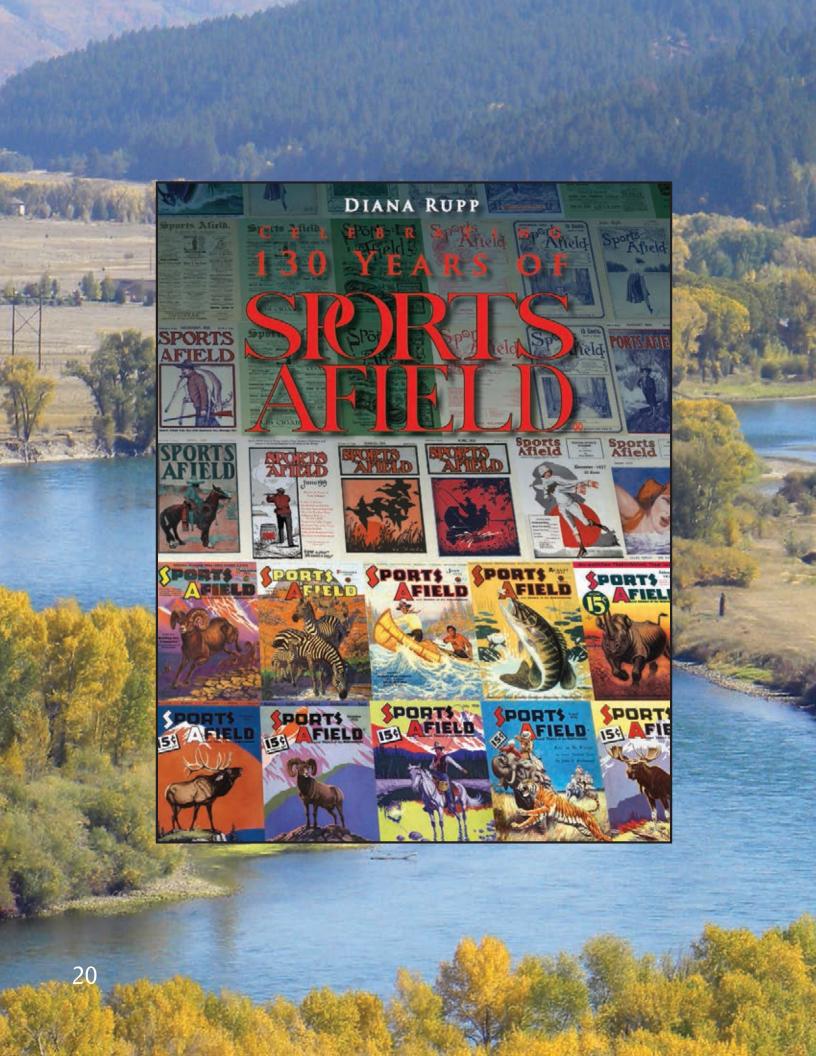
"Sports Afield is part of the outdoor heritage of the United States and Cabela's. Cabela's got its start from an ad placed in Sports Afield by Dick Cabela in 1961," said Tommy Millner, Cabela's Chief Executive Officer. "They are perfectly situated to continue the success of Cabela's Trophy Properties, which we are turning over

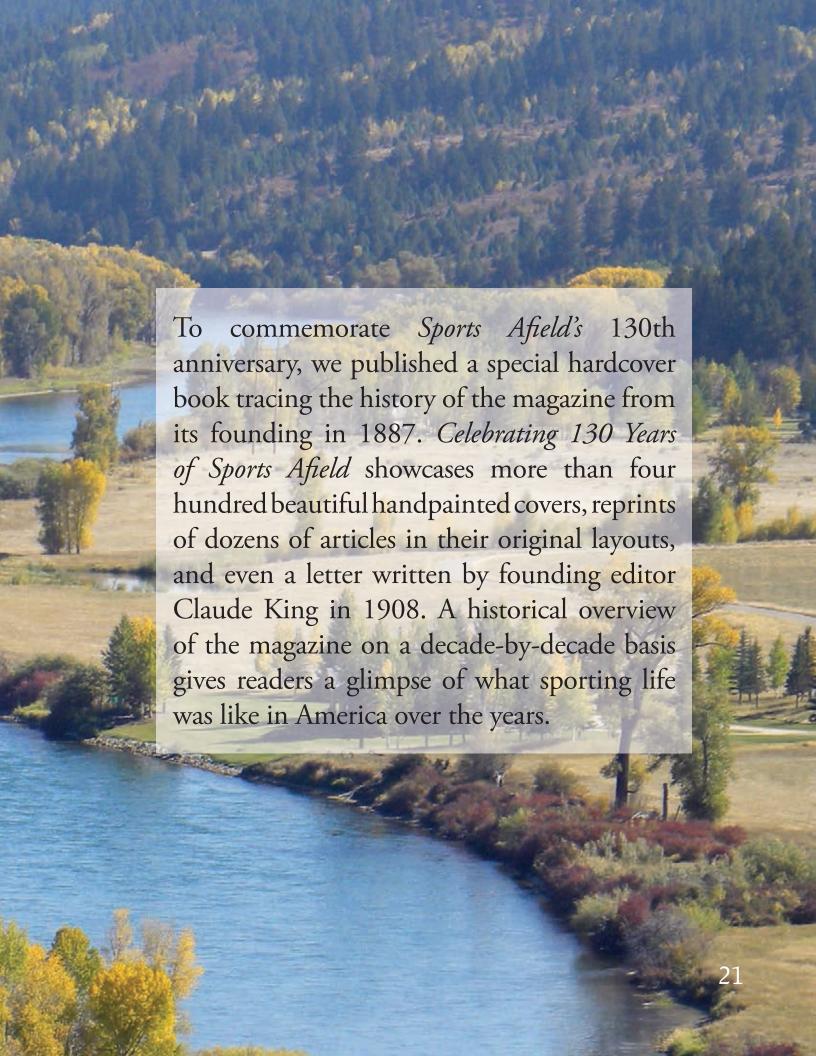
to them to more fully focus on our core retail businesses."

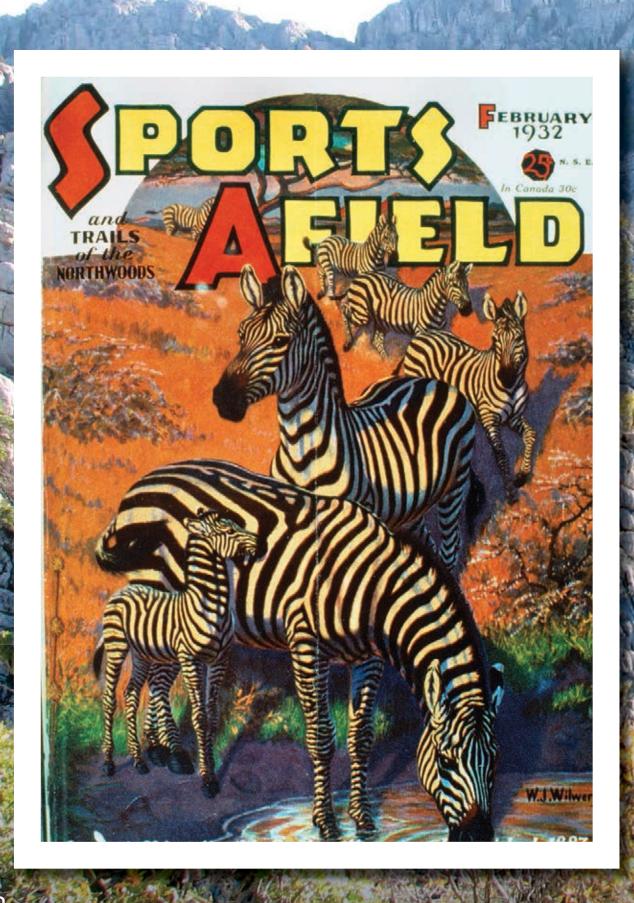
Sports Afield Trophy Properties participating brokers know the areas and territories they serve, including the wildlife species, climate, water sources, hunting and fishing opportunities, and other local conditions. SATP is supported by a broad-based marketing campaign, including an extensive, searchable website database, national advertising on television and in a wide variety of print media, a dedicated catalog, and syndication with numerous property-listings websites.

"Sports Afield Trophy Properties partners with qualified independent real estate brokers around the country to market recreational properties for sale," said Ludo Wurfbain, CEO of Sports Afield Trophy Properties. "If your passions are hunting, fishing, hiking, or equestrian sports, or you are just looking to purchase property in the great outdoors as an investment, our participating brokers can help you find the property of your dreams."











## WHY LICENSE THE SPORTS AFIELD BRAND?

(or any brand at all)

Sports Afield brings instant name recognition. With our 134-year history, it is one of the most established and recognizable outdoor brands in North America, and indeed the world.

To get a new brand established, it takes years and untold sums of money on advertising, promotion, and work. Establishing a new brand carries a high risk of failure. Working with an established name immediately opens doors for commercial contracts.

Sports Afield has been recognized for five years in a row as one of the Top 150 brands licensed globally by License Global magazine. By licensing with Sports Afield, you are instantly putting your products on a level with the top brands of the world.

A license with *Sports Afield* brings not only the power of the brand but also access to our vast library of stunning hand-painted vintage covers from our first 100 years of publication.

Sports Afield is a "live brand" with multiple existing active properties such as Sports Afield magazine, the Sports Afield website, and the World of Sports Afield television show and Sports Afield Trophy Properties. All these are actively managed by the owners of the parent company to create hundreds of thousands of name imprints per week for the brand.

Sports Afield offers professional media assets such as print and web advertising, press releases, Social Media Marketing, and product placements for licensees of large volume.

Sports Afield can offer prime booth locations at the Shooting and Hunting Outdoor Trade Show (SHOT) for selected licensees at cost.

Sports Afield has a long-standing relationship with Farwest Sports of Fife, WA, which offers instant distribution through its network of dealers. In addition, Farwest offers warehousing facilities of over one quarter of a million square feet and is an accredited fulfillment center for both Costco, Amazon, and numerous other well-known companies.

# In 2022, Sports Afield was ranked in the 150 Top Global Brands by License Magazine for the 7th year in a row.



ters				
	24	WildBrain	\$2.54B (E)	
Т	25	NFL Players Association	\$2.28	
	26	Rainbow	\$2B (E)	
	27	The Hershey Company	\$1.8B	
	28	U.S. Polo Assn./USPA Global Licensing	\$1.8B	
	29	Dr. Seuss Enterprises	\$1.5B (E)	
	30	Fruit of the Loom	\$1.5B (E)	
	31	Nissan Motor Corporation	\$1.4B (E)	
	32	Sunkist Growers	\$1.38B (E)	
	33	Spin Master	\$1.3B (E)	
	34	PGA Tour	\$1.29B (E)	
	35	Focus Brands	\$1.2B (E)	
	36	Sesame Workshop	\$1.2B (E)	
I	37	Toho	\$1.06B (E)	
	38	Technicolor	\$1.03B (E)	
	39	BMW Group	\$1B (E)	
I	40	WWE	\$1B (E)	
	41	Church & Dwight Co.	\$800M (E)	
	42	Keurig Dr. Pepper	\$800M (E)	
	43	Moomin Characters	\$705M (E)	
	44	Crunchyroll	\$665M (E)	

RANK	BRAND	RETAIL SALES 2021
45	Hearst	\$600M (E)
46	Michelin Lifestyle	\$587M
47	Viz Media	\$570M (E)
48	Moonbug Entertainment	\$559M (E)
49	Eastman Kodak Company	\$527M (E)
50	Sony Pictures Entertainment	\$525M (E)
51	Bromelia Produções	\$520M (E)
52	Sharper Image	\$500M (E)
53	The Goodyear Tire & Rubber Company	\$490M (E)
54	Lagardère Group	\$490M (E)
55	SmileyWorld	\$486M
56	Alpha Group	\$480M (E)
57	Shanghai Skynet Brand Management Corp.	\$480M
58	Emoji Company	\$446M (E)
59	Pinkfong	\$437M (E)
60	Tommy Bahama	\$400M (E)
61	Diageo	\$340M (E)
62	TGI Friday's	\$334M (E)
63	SEGA	\$334M (E)
64	Skechers USA	\$325M (E)
65	Animaccord	\$323.6M
66	animaccord	***************************************
00	POAT UNIT PARAMETER III	10M (E)
67	Studio 100 Group	\$308M
68	Sports Afield	\$245M (E)
68 69	Sports Afield The Ohio State University	\$245M (E) \$242M (E)
68 69 70	Sports Afield The Ohio State University Anheuser-Busch InBev	\$245M (E) \$242M (E) \$275 (E)
68 69 70 71	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola	\$245M (E) \$242M (E) \$275 (E) \$235M (E)
68 69 70	Sports Afield The Ohio State University Anheuser-Busch InBev	\$245M (E) \$242M (E) \$275 (E)
68 69 70 71 72 73	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E)
68 69 70 71 72 73 74	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E)
68 69 70 71 72 73	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E)
68 69 70 71 72 73 74	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E)
68 69 70 71 72 73 74 75	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E) \$200M
68 69 70 71 72 73 74 75 76	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E) \$200M \$200M \$196M
68 69 70 71 72 73 74 75 76	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M (E) \$200M \$200M \$196M \$176M (E)
68 69 70 71 72 73 74 75 76 77	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E)
68 69 70 71 72 73 74 75 76 77 78	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$169M (E)
68 69 70 71 72 73 74 75 76 77 78 79	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company	\$245M (E) \$242M (E) \$275 (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$169M (E) \$140.7M (E)
68 69 70 71 72 73 74 75 76 77 78 79 80	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company Formula 1	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$169M (E) \$140.7M (E) \$136M (E) \$135M (E)
68 69 70 71 72 73 74 75 76 77 78 79 80 81	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company Formula 1 AGFAPhoto	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$169M (E) \$140.7M (E) \$136M (E) \$135M (E)
68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company Formula 1 AGFAPhoto Acamar Films	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$140.7M (E) \$136M (E) \$136M (E) \$135M (E) \$115.7M (E)
68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company Formula 1 AGFAPhoto Acamar Films U.S. Army	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$140.7M (E) \$136M (E) \$135M (E) \$115.7M (E)
68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84	Sports Afield The Ohio State University Anheuser-Busch InBev Crayola Art Brand Studios Carte Blanche Greetings Roto-Rooter United States Postal Service ITV Studios Perfetti Van Melle Melitta Games Workshop The Scotts Miracle-Gro Company Formula 1 AGFAPhoto Acamar Films U.S. Army Jelly Belly Candy Company	\$245M (E) \$242M (E) \$235M (E) \$235M (E) \$200M (E) \$200M \$200M \$196M \$176M (E) \$170M (E) \$140.7M (E) \$136M (E) \$135M (E) \$115.7M (E) \$103M (E)

WWW.LICENSEGLOBAL.COM

goods stores, Petco stores, footwear retailers and kids stores, off-price retailers; internet retailers and military exchange stores. Skechers key licensed produce remain socks, logs, seywear, watches, apprach medical scrubs, intimates, accessories, sho care and per products.



WWW.ANIMACCORD.COM \$323.6M (PRIVATE)

An innacord, the entert tilmment company behind the popular animated stow, 'Matha and the Barr,' combines just international laceving, modila and promodenial activities for the property in the various regions across the world, including in each bey tractive as Lad than America, MEM, Colima and India. Over the last year, Animacord augmented its prospecture partnerships with the world key marked federas smoog which are ferreed, none, 'Cronies Spin Master, Havainas and more, with distribution in the various countries, Spin Master, Havainas and more, with distribution in the various countries around the world. Moreover, the content, including the executly released Season is and spinely flash and the Bark Nurracy May Warner Media, Rad, SRT, Televisa and more. Driven to spread the family animation of exceptional quality globally, Animacood provides and manages in-biouse one of the largest children's content networks on YouTube worldwide, with more than 175 million subscribers and more than 52 YouTube Creator Awards.

Bear That DOLI Uses a construction to the construction of the patterns in addition to previously homoured four lates charmed in included of mission of experience of the properties of the propert milestone on YouTube: "Masha and the Spanish, Portuguese, English and more. The series has also exceeded the break



The World of Eric Carle is based on the award-winning author's publishing nerhise consisting of 75 titles, which have sold more than 169 million copies \$310M (E) (PRIVATE)
WWW.ERIC-CARLE.COM

JULY 2022

worldwide. The centerpiece of the program, "The Very Hungry Caterpillar" and the toroit act and characters from other popular this including "Brown Bear," "The Very Busy Spiden," "In Stables Ducks," "Pata Cet Mer he Moor" and "The Grouchy Ladyhog," are brought off the pages with products and promotions. The Very Hungary Caterpillar : is one of the sup-selling children's books of all time, with none than 555 million sold verden'des. The global consumer products program has experienced exceptional year-one-year growth, with 350 million in a period of the superior one-year growth, with 350 million in a period to say and producing the surface of the superior long against the children are in more than 45,000 does in better result channels in 15-pine courtree.



WWW.STUDIO100GROUP.COM

Since its inception 25 years ago, Studio 100 has always strived to deliver-not only entertaining, but also educational content for children and families, from feature films or TV series, online games and books to live shows and theme parks. By doing so, the company has grown into one of the largest independent family entertainment companies globally, with offices in Belgium, the Netherlands, France, Germany, Poland, Australia and the U.S. An agroup Statistic to the correct to truly good-egorgy extracts in mine terms to the statistic conducting mine of global and local frame, like Mayes the Best Heidly. We the Villings. Mis and me, 1000's Wolf and IX:—all part of an extractive program porter (silt of the norm and third purey thanks, with his travious business editivisions. The own branks are developed and produced as animated series and feature

Beginn are used to proches be settin content. The fearure filts and series are dis-turbant workshole by Statis 1000 Filter supersteep Statis 1000 Media which hash handling the international licensing of branch rights and home entertainment for positional superstead of the statis of the statis of the statis of the formation of the statistic statistics of the statistic statistics of the statistic of the positional statistic statistics and statistics of the st films in Studio 100's animation studios Flying Bark Production, Little Airplane Production, Studio Isar Animation and Studio 100 Animation, studio facilities in rave a home in nine theme parks, located across Europe. Studio 100 Benelux pro-fuces live shows and musicals that attract more than 500,000 visitors per year.



SS SPORTS AFIELD

Since 2002, Sports Afield - America's oldes

been owned by Field Sports Publishing in Huntington Beach, California.
The magazine's owners have run a successful outdoor book-publishing business, Safari Press, for more than 20 years.



UNIVERSITY

# THE OHIO STATE UNIVERSITY S242M (E) (PRIVATE)

The Ohio State University and its portfolio of trademarks are licensed into various categories including their large Nike product program as well as a robusto offering of apparel and headvear. Additional hard good items cares homewares, gift and novely and eliginiting and others round out the



includes global brands float-wiser, Corons and Stella Artois multi-controy prands bec'st, Hogandon, Left and Mirchelob ULTRA, and local cham-plons such as Agalla, America, Bul Light, Brahma, Caso, Casle, Casle "Line Critical, Harlin, Jurjen, Modelo Especial, Olimes Nicoria, Sediri and Stol. In Everwighering dates back more than 600 years, spanning -Busch InBev's diverse portfolio of well over 500 beer brands WWW.AB-INBEV.COM



CRAYOLA S235M (E) (PRIVATE) WWW.CRAYOLA.COM

Crayola is a mission-based brand focused on helping parents and teach-ers raise creatively alive children. A teacher requested brand at back to school and a top item in holiday stockings and Easter baskets, Crayola is a

powerhouse with relevance year-round.
Crayola licensing has expanded the brand's footprint into multiple
product categories. From a dominant kid's bath program to children's publishing and fashion collaborations, Grayola delivers innovation across mul-

tiple categories reaching a wide demographic of consumers.

Carpola sweets initiative is in the hocation-based entertainment category Traveling exhibit, Caryola Ideaworks, opened in 2012 at the Franklin
Institute in Philadelphia and is now available to experience in Charlotte.

NEC Crayola plans to expand its popular limits of entertainment venue. The Crayola blans to expand its popular limits of entertainment venue. The Crayola Schericher, who will be thinging creativity and himoration to nonsumers in a variety of new location-based experiences as well. In 18.2021, Crayola its focused on helping children speculo bor strongli erectainty. Caryola introduced a box of 24 crayons in 2021 each shade thomad to inspire kindrens and encourage disks for ledd with popular intention. Crayola colors of Kindrens will launch in spring 2023 with his collaborations and cultimate during best to acknowled very less which collaborations and cultimate during best to acknowled very less which is collaborations and cultimate during best to acknowled very less which is collaborations and cultimate during best to acknowled very less which is collaboration and cultimate descriptions and cultimate descriptions and cultimate descriptions and cultimate described in an extension of the collection power described into a visible stransformation powered by offlictive is minduling polishing, bestla and beauty and soft lines.



ARTBRAND

# ART BRAND STUDIOS \$200M (E) (PRIVATE)

ANDSTUDIOS.COM

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WWW.LICENSEGLOBAL.COM

JULY 2022



### LICENSED PRODUCTS

Licensing the oldest and most respected brand in the outdoor industry means your products will stand out in any crowd. Utilize our logo or our extensive library of beautiful covers in your designs.







#### LICENSED PRODUCTS

A wide variety of product categories are available for licensing, including clothing, luggage, leather goods, automotive parts and accessories, ammunition, flashlights, knives and multitools, and video games.









SPORTS AFIELD LICENSED PRODUCTS
ARE SOLD IN:

amazon













ebay

**Farm King** 

























