

DEALER NEWS

FEBRUARY 1986

THE SURVIVAL GAME

INSIDE NSG

NSG goes to retail market

After many hours of thought, NSG has decided to sell to the retail market place. It is our conclusion that this policy change will greatly increase product awareness, which in turn will increase your field player bases and also broaden our NSG customer base. Retail promotion, advertising and marketing of SplatMaster pistols, will immediately increase your fees from field use, SplatBall sales and peripheral product sales. We are confident you will see your business surge this spring and all summer long.

NSG will be exhibiting at a series of trade shows this January and February. Markets represented at these shows will be the hunting and fishing, sporting goods and Army/Navy stores.

Authorized retail stores will have contracts and requirements similar to field dealers. Each store will be required to have one person visit a Survival Game field to play the game — stores will be required to make available to their customers a list, provided by NSG, showing locations of fields in the immediate area — stores must display and promote product, plus participate in field

TM

tie-in promotions and competitions sponsored by NSG — and of course all stores will be required to obtain signatures on standard NSG sales and warranty agreements from the 18 year old and older that purchase a pistol.

Retail stores will be a tremendous asset, when we as an industry start to promote our championships and create new players. In order to tap this gigantic growth potential and avoid safety problems, we have changed our packaging and price structures. All retail pistol boxes will include a pair of Ultra Shield glasses. Fields will, of course, be able to buy product in bulk, but retail stores will sell the newly packaged products only and will not have bulk packaging available to them.

RETAIL PRICE & PACKAGING

Wholesale	Suggested Retail	
\$54.00	\$89.95	SplatMaster pistol — (to include Ultra Shield glasses with head strap plus sales agreement/warranty agreement and safety literature)
13.75	27.50	SplatBalls orange/yellow — (boxed 12 tubes per box (120 pellets))
3.50	5.85	CO ₂ — (boxed 10 cylinders to box)

Also available to NSG field dealers only will be rental pistols at \$48.00, plus CO₂ and pellets packed and priced as they have been in the past.

We are excited about the many benefits retail outlets will bring to each of us. This is a super opportunity for you to increase your customer base. Offer tie-ins to the new retail dealers. Work with the stores to get those new customers to your fields.

Prior to making the decision to sell retail stores, we made a list of positive benefits. We thought you would be interested in seeing our notes:

- Retail stores will make more people aware of the game and therefore bring additional customers to your fields.
- Customers will have an easier time finding your fields because retail stores will be required to keep a list of fields and telephone numbers.
- Customers will be more aware of competition schedules because retail stores will post this information.
- Retail stores will help increase your customer base and allow you to offer their customers a first time player discount.
- NSG packaging of retail product will set standards for retail marketing, thereby putting pressure on existing retail competition to upgrade. This will help stop potential legislations against the air gun industry.
- NSG retail program will help reduce competition because we can offer the following:
 1. lower prices
 2. better products
 3. safe equipment and packaging

Welcome Aboard New Dealers

Russ Loller
New London, CT

Dale Rolland
Henderson, Kentucky

L.J. Melancon
Baton Rouge, LA

Scott Sexton
Longview, Texas

Rob Newton
Annandale, VA

Rick Alberts
Bellingham, MA

MARKETING TIPS

Now is the time to expand!

Now is the time to think expansion. The air gun industry is ready to explode! NSG presently enjoys a large market share. If we can increase our market share and stop competitor growth, we will have a big advantage. We are "The Survival Game," the "Kleenex" of the air gun industry. We have "Splatballs" the safe pellet, and all the industry hype and momentum. In fact, look for future articles in Sports Illustrated, The Wall Street Journal and more TV coverage. All will be talking about "The Survival Game."

What is NSG's philosophy concerning expansion? We encourage and expect all of our dealers to grow and expand in a logical preplanned manner. NSG must develop each territory until we have fields in each market areas and have met the demand. Where possible, we want our existing dealers to start these additional fields. We will manage the overall growth and guard against moving so fast that one profitable business turns into an area with two marginal fields.

How can I expand my business? Two ways: 1. Hire field managers and start new fields in neighboring market areas and 2. Start sub-dealer partnership agreements. This second method appears to be the fastest and over the long term, the most efficient way to maximize territory potential. Since many of the planning factors are similar, the following is a discussion as to how one can open sub-dealer partnerships.

What Do We Have To Offer? — Knowledge! We are the industry leaders and can offer continuous helpful marketing and organizational skills. Here are a few areas:

1. NSG name and reputation. This is a super benefit.
2. NSG products — SplatMaster and SplatBalls

- a. lower cost
 - b. best maintenance
 - c. safest
(only available to authorized NSG fields and retail stores)
3. Advertising experience. We know what works and can make available preplanned newspaper, radio and TV campaigns.
 4. Booking knowledge. This is your life blood — you do this every day.

You, as the original dealer can develop more than one sub-dealer partnership at the same time. By making multiple partnerships you create an economy of scale. You reduce common expenses and concentrate your efforts on developing the number of players (overall player base). Your partners will concentrate on managing the fields and running a profitable business as the local field level.

Example: You set up a 50/50 partnership or contractual agreement with local field manager, Mr. X. You provide knowledge and territory, and Mr. X provides initial investment money. Profits, after expenses like field rental, salary for manager and employees, plus advertising, are shared on a 25% basis for you, 75% for Mr. X. Percentages may change downward in future years, and you many wish to include buy out clauses to solve future problems.

Remember, a good partnership is one where both parties are winners. Don't get greedy by asking for too much.

Where do I start?

One must find good business partners. The best places to look are a. competition fields (convert them to Survival Game fields) b. player base, c. advertise in newspapers. Be sure to ask for financial information, business background and references.

After your future business partner has been found, expectations should be listed. You should require your sub-dealer to do the following:

1. find new field locations
2. commit to money for new inventory
3. budget for employees expense
4. work with you to obtain best insurance coverage (you may be able to list sub-dealers in your policy thereby greatly reducing expenses)

You should commit to the

following:

1. unpack and stock new inventory
2. set up playing fields and base areas
3. assemble and disassemble SplatMaster pistols
4. invite the new manager and all employees to your field for on site observation
5. set up telephone booking system for new field and pre-book all customers
6. set up an advertising campaign of all sub-dealers
7. set up an inter-league play for all sub-dealers
8. set up tie-ins with retail stores in market area
9. set up monthly meetings to review progress
10. organize participation in local sportsman shows
11. accompany field operators to zoning boards, TV and radio interviews

What next? Now you are ready to write contracts. NSG has standard sub-dealer contracts ready for your use. These have been prepared by our lawyers and are the only contracts NSG will authorize. It is important that contracts are well written (you will fill in Schedules found in the back) and understood by everyone. You should make it clear that you want copies of all players waivers daily and that you expect to monitor their fields. Remember, it is your responsibility to run the territory. As such if a sub-dealer defaults on payments to NSG, you are responsible for the debts. You may ask NSG about products shipped, billings, and payment habits, or you may have all product shipped and payments for such product payable directly to you. The first is easier, but you must keep track of the sub-dealers' internal business procedures.

Schedules you will list in the contract are as follows:

1. list of NSG licensed products
2. master dealer territory
3. sub-dealer field location
4. copy of waiver
5. terms, warranty, sales agreements
6. list of NSG trademarks
7. sub-dealer ordering agreements

Once the contract is prepared and understood, you are ready for signatures and sending the signed copies to NSG for authorization signatures.

If you have questions, we at NSG are here to help. Call, don't assume.

continued on page 4

Do you have a local dealer newsletter? You should!

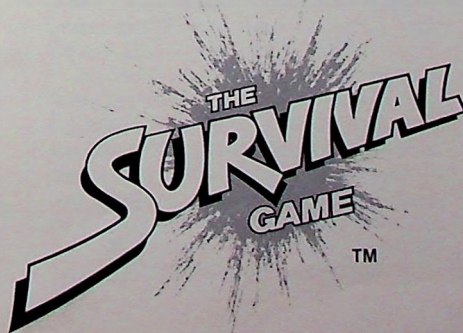
If we've learned anything the past few years it's the importance of dealers sending out newsletters and or promotional flyers to their player base. Keeping a good mailing list is critical to your business. Whether you are computerized or simply keep index cards in a file, soliciting your players at least quarterly will give you direct booking results for pennies. It has proven to be one of the most cost effective methods for advertising your dealership.

In our effort to aid you with your mailings, we will supply you quarterly with an insert in your Dealer Newsletter. The first installment is inserted in this newsletter. This may be reproduced for you to incorporate into your individual newsletters. These will center around National news of interest to your players such as the competitive structure, availability of new products, and general interest stories.

This, in conjunction with local trivia and matters of interest, will give you an excellent "meaty" newsletter your players will look forward to receiving.

A local newsletter is also an added feature you can incorporate into your NSG Green Game Card sales. Many dealers now charge every first time player \$5.00 for the Green card. They say the \$4.00 profit they make helps immensely towards defraying the mailing costs of quarterly or monthly newsletters. The players love getting the mailings, love having a membership card in their wallets, and the dealers report the card makes their registration process much easier. Because dealers have incorporated these green card sales to all first time players at their local fields—the \$1.00 allows us to continually move forward in upgrading the caliber and prize money offered in our sanctioned tournaments.

Don't pass up these tremendous promotional tools! The competitive structure culminating in the North American Championships is a feature only you as an authorized Survival Game Dealer have to offer. By using tools such as the green cards and local newsletters you can maximize your player's enthusiasm, support sanctioned events, defray your mailing costs, and most important keep your customers coming back time and time again.



Results of Survival Game National Championships

The 1985 North American Championships was another great success! Twelve teams from throughout North America made it through the Regionals to compete at the Championship Tournament on November 8, 9, and 10 in Houston, Texas.

The results of the Men's competition were as follows:

- 1st Place • The Over The Hill Gang • Mississippi**
- 2nd Place • The Unknown Rebels • Canada**
- 3rd Place • Arizona Blue Meanies**
- 4th Place • Indiana Iron Brigade**

Alphabetically:

- | | |
|---|---|
| Atlanta Blue Team - Atlanta, Georgia | Killer Elite - Seattle, Washington |
| Boonie Rats - Dallas, Texas | No Name Team - Los Angeles, California |
| The Green Machine - Falls Church, Virginia | Renegades - Tallahassee, Florida |
| The Heat - British Columbia, Canada | Wolfpack - Long Island, New York |

Women's competition results: Green Berets - Houston, Texas

Sports Illustrated and Stag magazine were on hand to cover the event so stay tuned to upcoming magazines to read their first hand reports.

In addition to the predominantly male teams, we also held the first all female team tournament with two womens teams from the Houston area competing for new Splatmasters. The ladies played extremely well and the best two out of three games were finally won by the Green Berets.

Plans are currently underway for 1986 and it's not too soon to start thinking about how you can become a part of sanctioned tournaments at your local field.

Teams are already starting to organize throughout the country. Perhaps your team can wind up representing you at the Regionals and then at the 1986 North American Championships!

Dates for qualifications and prizes for 1986 will be forthcoming in later newsletters. Stay tuned with your local dealer for latest developments. Meanwhile, keep your goggles on and may you not only survive, but even manage a few flag captures in 1986!

NEW BONUS GOLD CARDS

The National Survival Game Player Association for 1986

One thing we've all learned—the market demand for our game is larger than anyone ever dreamed. Players are continually being recruited from all walks of life. They are playing capture the flag in many different forms on many different fields. Many of these players are extremely enthusiastic and not only love the game for fun on the weekend—but love to play competitively as in any other team sport.

With the increased number of phone calls we receive from players wanting information as well as reports from our dealers, the time has come for the next step in meeting the market demand.

Players will soon be able to purchase an NSG Associate Membership Gold Card for \$10.00 directly from NSG. This membership will include:

- a semi-annual newsletter
- an NSG Associate Member Patch
- NSG stickers
- The "Official NSG Rule Book"
- list of authorized fields and retail stores in applicants immediate area
- other benefits as announced

Applications for this membership will be included in the SplatMaster box in retail stores, plus all answers to NSG mail will receive the applications. Additionally we will be furnishing every dealer with a display unit complete with applications the players may tear off and send in.

No muss, no fuss for the dealer and their enthusiastic players will have the ability to follow the happenings of the game on a National and International basis. The players will belong to an organization that not only keeps them informed of developments but solicits their input as well.

Naturally, this is phase one for the association. As advertisers come on line we will look forward to offering more mailings and retail items of interest to everyone.

Once again this is being brought about by NSG in an effort to further support our dealers, your players, and assist you in promoting America's Hottest Outdoor Adventure Game!

GREEN CARDS

Good for competition, and local field associations

Now is the time to start selling green cards. Every player should be sold an NSG green card once each year. It is best to sell these cards early in the season.

The green card entitles the purchaser to:

- Compete in local, regional, and national competition.
- Have a permanent one-time waiver.
- Be eligible to receive local field mailings, provided local dealer decides to reproduce our newsletter inserts.

The cards are available to you for \$1.00 each. The one dollar is used to help fund the various sanctioned competitions. It is recommended that you purchase these numbered cards in batches of 25 each.

There are two approaches to selling these cards. Many dealers are simply purchasing them for \$1.00 from NSG and incorporate them into all first time player fees (first time players pay the \$2.00 card charge). Other dealers charge \$5.00 and include their quarterly newsletter (see article in this issue entitled "Do you have a local newsletter").

Whichever approach works best for you is terrific, but the sale of the green cards are critical to our effort of increasing competitive cash prizes and carrying the National Survival Game into its next phase — a major sporting event with enough money and sponsors to attract major national media and increased public awareness.

For further information, suggestions or questions on how to maximize league play and card sales in your operation, feel free to call Debra Dion at 412-935-7460.

We will continue to update you monthly in your "Dealer News" as details become finalized and dates for deposits and events get cast in concrete. Until then, remember — the time is now to start thinking about league play and tournaments on the most important Survival Game Field there is — yours!

Nationals will offer Big Bucks in Cash and Prizes for 1986 Championships

That's right folks, the latest news to date is that the National Survival Game is now becoming a major sporting event, with our 1986 Competitive Structure offering serious money in cash and prizes, spread out across our Regional and North American Championships.

It's not too early to start thinking about league play on a local level. We'll be offering you promotional tools by early spring to help attract those folks interested in competition.

As in the past, every dealer will be allowed one representative championship team. This year however, each dealer will have to either have a weekend tournament to choose a champion team, or structured league play resulting in a winner to go on to the regionals.

In easy steps, this is how you may have a team representing your field at the Regionals.

1. A non-refundable \$250 deposit will be required of every dealer wishing to have a team at the regionals. The date for this will be announced. These funds go directly toward the Regional cash prizes. (You re-coop these funds through entry fees from your tournament or league tournament play).
2. When this deposit is sent in, you must indicate whether you will be having a weekend tournament, or league play and the dates scheduled.
3. All league or tournament players must have NSG green cards.

We here at NSG will then know where and when tournaments are taking place. Any player or dealer may call to find out what tournaments are available in their particular area. We will also attempt to summarize these tournament dates and give each dealer a summary of tournament weekends in your region that will be of interest to your competitive teams.

These new developments are a results of the evolution of our game

continued on page 4

Marketing Tips cont.

Lastly — the key to success is to write a fair agreement. Make both parties winners! Give value for dollars received. Too high a split of profit will not last very long, and too low will not be worth while. Think of ways to give incentives for good field results. Don't expect as large a cut after the first year. Fair agreements will stop dealer, sub-dealer jealousies. Next month we will print some samples of different approaches. All will work but some may fit your personal needs better than others. For now, get started! Go for it. Good Luck. 🌟

WHY NSG NEEDS YOUR FIELD LOCATIONS

Elsewhere in this newsletter we have talked about sending lists of field locations to retail stores. We also plan to send similar lists to the 120+ letter writers that correspond each week requesting information about our game. Field locations will be kept by state. It is imperative that you keep us informed immediately of your new field locations. Without this information we can't help customers find your place of business. We can't provide accurate information to insurance companies and we can't help with your expansion plans.

1-800-225-7529

The wats line is a direct hot line to Sally Bailey, head of our order department. The phone system has been altered, so that only Sally's department is able to accept 800 calls. It is impossible to accept or transfer calls out of this department. We have taken this step to help you, our dealer, by keeping the line available for ordering only! If you write down your ordering and shipping needs, prior to calling, the line will be available to everyone. Thank you for your cooperation. 🌟

RULE BOOK CHANGES

This is your last chance to give us your ideas concerning rule changes. We appreciate your input thus far and will be reprinting the book next month. Suggestions should be sent to Debra Dion, 2551-A Pheasant Run, Wexford, PA 15090, telephone 412-935-7460.

NEW PRODUCTS

SPANDO FLAGE

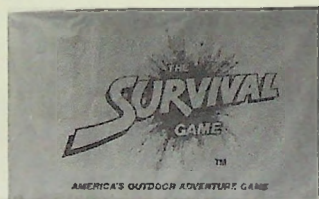
NSG is now the exclusive world wide distributor to the air gun industry of Spando Flage camouflage products. Available soon will be head nets and arm and hand covers. Spando Flage was introduced at the championships in Houston and the results were outstanding. The material can be cut without ravelling and is extremely light weight. The netting has both thermal and ventilating qualities, thereby adapting to all weather conditions. Prices are as follows:

	Suggested	
	Wholesale	Retail
Head Nets	\$3.50	\$ 6.95
Arm and Hand Covers	7.50	14.95



SURVIVAL GAME BANNERS

NSG has new 3' x 5' orange or yellow banners. The hemmed banners have grommated corners. They are terrific for colorful identification in your staging area, and you will want to buy some for each field. The cost is \$29.95 each (was \$39.95!).



Gold Cards cont.

and the obvious enthusiasm on the part of dealers and players for a structured competitive network. We must have your continued support not only in timely responses with your scheduled dates & deposits, but also in the form of promoting the sale of green cards on your local playing field. **Only by spreading the cost of our competitive structure throughout our national player base can we afford to offer substantial cash prizes at these events.** 🌟

