



**LAST MINUTE HUNTING AND FISHING .COM**



## **MISSION STATEMENT**

**TO CREATE AND MAINTAIN THE LARGEST WEB BASED OUTFITTER DIRECTORY AND CLEARING HOUSE FOR LAST MINUTE HUNTING AND FISHING ADVENTURES,**

**TO UTILIZE CUTTING EDGE TECHNOLOGY TO PROVIDE OUR OUTFITTERS WITH THE MOST EFFECTIVE WAY TO MARKET THEIR CANCELLED TRIPS.**

**TO INCREASE AWARENESS OF OPPORTUNITIES**



## **WHO WE ARE**

**LAST MINUTE HUNTING AND FISHING WAS CREATED BY OUTFITTERS FOR OUTFITTERS.**

### **BLAINE BURNS** **DIRECTOR**

**BLAINE WORKED FOR DUCKS UNLIMITED FOR 17 YRS AS A BIOLOGIST AND AREA MANAGER.**

**BLAINE HAS BEEN DIRECTLY INVOLVED IN THE HUNTING INDUSTRY SINCE 1990. INITIALLY AS AN OWNER AND EDITOR OF THE HUNTING GUIDE MAGAZINE. HE IS NOW OWNER/PARTNER OF CANADIAN WATERFOWLERS PRO SHOP.**

**FOR THE PAST 10 YEARS, BLAINE HAS BEEN THE OWNER/OPERATOR OF BLACK DOG OUTFITTERS, A PREMIER WATERFOWL AND WHITETAIL GUIDING SERVICE LOCATED IN ALBERTA CANADA.**

### **MICHAEL BELLEFEUILLE** **DIRECTOR SALES & MARKETING**

**MICHAEL HAS OWNED AND OPERATED A NUMBER OF START UP COMPANIES GROWING EACH INTO PROFITABLE ENTITIES.**

**HE IS AN AVID OUTDOORSMAN, HAVING HUNTED AND FISHED INTERNATIONALLY. HE CURRENTLY HOLDS WORLD AND CANADIAN LINE CLASS RECORDS.**

**HE HAS VOLUNTEERED FOR A NUMBER OF OUTDOOR ORGANIZATIONS IN FUNDRAISING AND ADMINISTRATIVE ROLES.**

**MICHAEL HAS GUIDED BIG GAME AND WATERFOWL AND HAS CAPTAINED A GREAT LAKES SALMON CHARTER OPERATION.**

**BLAINE AND MIKE COMBINE NOT ONLY A PASSION FOR THE OUTDOORS, BUT HANDS ON EXPERIENCE IN OUTFITTING AND BUSINESS MANAGEMENT.**

**A SOLID FOUNDATION TO MARKET YOUR LAST MINUTE OPPORTUNITIES.**



## **WHAT WE DO**

**WE PROVIDE A DIRECT LINK FOR THE CLIENT TO VIEW YOUR WEBSITE AS WELL AS ANY UNSOLD OR CANCELLED TRIPS YOU MAY HAVE.**

**WE WORK FULLTIME TO UPDATE THE SITE DAILY TO KEEP ON TOP OF TIME SENSITIVE OPPORTUNITIES.**

**WE PROVIDE THE INTERESTED CLIENTS TO YOU. NO ONE KNOWS YOUR BUSINESS BETTER THAN YOU. LEAVING YOU TO CLOSE THE DEAL.**

**WE WORK WITH YOU, NOT AGAINST YOU. WE ARE HERE TO MARKET YOUR CANCELLED TRIPS AND LAST MINUTE OPENINGS.**

**WE DO NOT CHARGE A COMMISSION ON SOLD TRIPS.**



## **STRATEGY**

**BY RECOGNIZING A NEED IN THE INDUSTRY TO PROVIDE SUCH A SERVICE, WE HAVE PARTNERED WITH A LEADING EDGE TECHNOLOGY FIRM THAT ENABLES US TO REACH A WORLDWIDE MARKET OF OUTDOOR ENTHUSIASTS**

**THIS GIVES YOU, THE OUTFITTER THE GREATEST OPPORTUNITY TO SELL YOUR TRIPS.**

**THROUGH MEMBERSHIPS AND ADVERTISING IN VARIOUS OUTDOOR RELATED ORGANIZATIONS, WE MAINTAIN CONSTANT EXPOSURE TO YOUR TARGET MARKET.**

**BY ATTENDING INDUSTRY TRADE SHOWS, WE MEET WITH OUTFITTERS DIRECTLY TO OFFER SOLUTIONS TO MARKET THEIR CANCELLED AND UNSOLD TRIPS. WE DO NOT COMPETE WITH YOU.**

**WE HAVE ALIGNED OURSELVES WITH ADVERTISERS THAT TARGET THE SAME MARKET, INCREASING OUR EXPOSURE EVEN FURTHER.**

**WE VALUE OUR CUSTOMERS.... YOUR SUCCESS IS OUR SUCCESS.**



## **HERE IS HOW IT WORKS**

**BY BECOMING A CUSTOMER OF LAST MINUTE HUNTING AND FISHING YOU ARE AUTOMATICALLY PLACED IN OUR OUTFITTER DIRECTORY. POTENTIAL CLIENTS CAN SEARCH YOUR BUSINESS BY SPECIES, REGION OR BY A DATE SEARCH. YOUR LISTING AND CONTACT INFORMATION STAYS ACTIVE FOR A FULL YEAR.**

**YOU CAN POST AS MANY UNSOLD OR LAST MINUTE TRIPS AS YOU HAVE WITHIN THE ONE YEAR PERIOD.**

**YOUR LAST MINUTE TRIPS ARE HIGHLIGHTED, AND CAN BE A FEATURE HUNT OR FISHING TRIP ON THE SITE.**

**TIME SENSITIVE TRIPS ARE PROMOTED THE MOST. WE WORK HARD TO GET YOUR TRIPS SOLD.**

**NO AGENCY OR COMMISSION FEES**

**YOU PAY JUST ONE ANNUAL FEE TO BE A MEMBER OUTFITTER, LESS THAN THE COST OF A SMALL ONE TIME AD IN AN INDUSTRY PUBLICATION.**

**OUR SITE BRINGS TOGETHER A WORLD WIDE MARKET OF HUNTERS & FISHERMEN, THAT GIVES YOU 24 /7 EXPOSURE TO SELL YOUR TRIPS.**

**WE HAVE OPENED UP A WHOLE NEW MARKET OF PROSPECTS WHO NORMALLY COULD NOT AFFORD A RETAIL HUNT.**



## **OUTFITTER BENEFITS**

**EVERY EMPTY SPOT IS A LOST OPPORTUNITY TO DEVELOP A LOYAL CLIENT.**

**THE EASIEST WAY TO BOOK A TRIP IS THROUGH A RE-BOOK OR BY WORD OF MOUTH. LET LAST MINUTE HUNTING AND FISHING MARKET THOSE OPPORTUNITIES FOR YOU.**

**LAST MINUTE HUNTING AND FISHING DOES NOT CHARGE AGENCY OR COMMISSION FEES.**

**YOU PAY JUST ONE ANNUAL FEE TO BE A MEMBER OUTFITTER. (LESS THAN THE COST OF A SMALL ONE TIME AD IN AN INDUSTRY PUBLICATION)**

**OUR SITE BRINGS TOGETHER A WORLD WIDE MARKET OF HUNTERS & FISHERMEN, THAT GIVES YOU 24 /7 EXPOSURE TO SELL YOUR TRIPS.**

**WE HAVE OPENED UP A WHOLE NEW MARKET OF PROSPECTS WHO NORMALLY COULD NOT AFFORD A RETAIL HUNT.**

**POST AS MANY UNSOLD OR LAST MINUTE TRIPS YOU MAY HAVE.**

**EVEN IF YOU DO NOT HAVE ANY LAST MINUTE OPPORTUNITIES, YOUR SITE IS ACTIVE IN THE OUTFITTER DIRECTORY GIVING YOU ADDITIONAL OPPORTUNITIES TO SELL YOUR TRIPS.**

**OUR OUTFITTER CLASSIFIED SECTION ALLOWS YOU TO POST ADS. ANYTHING FROM SELLING USED EQUIPMENT TO SEARCHING FOR QUALIFIED GUIDES. YOU CAN EVEN ADVERTISE YOUR BUSINESS ITSELF.**

**DON'T LEAVE MONEY ON THE TABLE**



## **MEMBERSHIPS & ASSOCIATIONS**

**LAST MINUTE HUNTING AND FISHING.COM IS PROUD TO BE A MEMBER OF THE FOLLOWING ORGANIZATIONS:**

- **SAFARI CLUB INTERNATIONAL**
- **ROCKY MOUNTAIN ELK FOUNDATION**
- **ALBERTA PROFESSIONAL OUTFITTERS SOCIETY**
- **DUCKS UNLIMITED**
- **ATLANTIC SALMON FEDERATION**
- **DELTA MARSH**
- **ONTARIO FEDERATION OF ANGLERS & HUNTERS**
- **INTERNATIONAL GAME FISH ASSOCIATION**