

ATA Big 50 Program

How do we get new shooters involved in registered trapshooting? Thousands of recreational shooters participate in leagues every year, but we have been singularly unsuccessful in moving them into the registered game. Why is this?

I would suggest that a large part of the problem is we tend to scare new shooters off with the length of our shoots (and expense). Over the years programs have gotten longer and longer with 200 bird races the rule rather than the exception. Few clubs throw fewer than 500 to 600 targets in a weekend shoot. By the time you add the cost of shells to entry shooters are paying \$250 + to shoot a registered shoot. It's no wonder a new shooter gets scared off.

Most local shoots are held on the weekend. Clubs typically have practice and leagues in the evening during the off months. The ATA Big 50 program is designed to build on this. By offering low cost entry and 50 target races we might just be able to attract those thousands of league shooters while giving out current membership a new way to build targets. They could shoot targets, which would be registered instead of just non-registered practice.

PROGRAM:

- Only available Tuesday, Wednesday, Thursday nights
- Clubs will throw 50 target programs (singles, doubles or handicap)
- No more than three fifty target events per night, no more than one of any one discipline
- ATA day fees will only be \$1.00
- State fees may be waived; we should encourage the States to follow our lead.
- Targets will be ATA registered
- All a person may have to spend to shoot registered is the cost of the shells and targets
- Non-ATA members must join ATA first to get their targets registered
- Similar to the registered league program we could allow registered and non-registered shooters to shoot at the same time
- Local clubs could run these ATA Big 50 targets after their leagues are finished and provide trophies after an accumulation of several weeks for combined totals

PURPOSE:

- To attract new shooters especially league shooters to ATA registered shooting
- Allow new shooters to shoot ATA registered targets inexpensively
- Entice more clubs to throw more targets throughout the week

- Entice current ATA shooters to shoot targets throughout the week
- We might be successful in attracting shooters who simply do not want to block out a whole weekend or even just a weekend day to shoot ATA

PROMOTIONAL OPPORTUNITIES:

- Create poster/flyer to send to all ATA gun clubs to announce promotion
- Put an advertisement in T&F to announce promotion or do an article
- Place information on ATA web site and e-newsletters
- Prizes
 - Example: Club to throw the most ATA Big 50 programs will receive a pallet of targets for free
 - If it can be tracked- Shooter to shoot the most ATA Big 50 programs (or break the most targets) will receive a promotional prize
 - ATA Big 50 Team Race
 - Teams are made of 5 people, must register through ATA, top 10 team ATA Big 50 scores will be taken and the team with the best score, wins a prize
- Push the program through SCTP- to get the kids shooting registered more at night (during their team practices)