



Sportsman's Show

An outdoors Night somehow suggests sports – a variety of them.

Tie them together and provide a little window dressing with a sportsman's show.

Briefly, it consists of exhibitions of some sports, a stunt or two, entertainment (optional, but it does add to an event) and displays of what's new in sports equipment.

Exhibitions of sports can be as simple as a demonstration of correct handling of a bowling ball. It is not necessary for the one demonstrating to explain the action taking place. The m.c. in charge can make whatever explanation may be desirable before the action starts. Your m.c. should, of course, be someone to whom sports are not an unknown quantity. If at all possible, try to have demonstrations of some phase of at least four different sports. While "the more, the better," does not necessarily hold true, this is after all, an ideal opportunity for the sports department of the Aerie to show its strength or what it would be like to undertake.

Point up the equipment display to whatever sports will be demonstrated. The display can be as limited or as complete as planning or opportunity permit. A display of sporting goods does command interest. It is a good way to get a crowd to mingle. The materials shown are not sold at the show. Public credit, however, is given to whatever the source of the display and those in need of any merchandise shown will most likely take their business there.

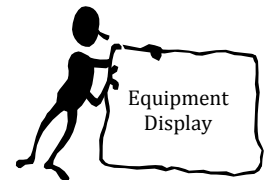
If an equipment display is not part of your sportsman's show on Outdoors Night, be sure to include sports equipment as decorative background.

Entertainment should be suggested elsewhere, are definitely a part of this show. Be sure to time them well.

The barbeque lunch is a hearty ending to any outdoor in spirit show.

Equipment Display

What's new in equipment makes for interesting displays consult local sporting goods store, sports section of department store, also hardware store, for possible tie-in of display equipment.



In asking for this type of tie-in, it might be well for you to list the sports undertaken by your Aerie. List the approximate number of people that can be depended upon to be present at your Sportsman's Show. Outline the type of publicity and promotion you mean to use to insure a good crowd.

In setting up displays, remember that related items must be displayed together.

Your display items of course will depend largely on what sport or sports you want to highlight.

The following list illustrates the wide range of equipment from which you choose for display purposes.



Ammunition, Archery Gloves, Boats, Boots, Bowling Bags, Calls, Camera & Film, Camp Cots, Camp Stoves, Canoes, Compasses, Decoys, Dishes & Eating Utensils, Duffle Bags, Equipment for Dogs, First Aid Kits, Fishing Tackle, Flashlights, Grill Equipment, Gun Cases, Hatchets, Hats, Hand Traps, Hunter Maps, Hunting Knives, Lanterns, Lunch Boxes, Match Boxes, Outboard Motors, Pants, Pipes, Rope, Scopes, Shirts, Shovels, Sleeping Equipment, Slings, Sweaters, Tents, Thermos Bottles, Watches



Exhibitions

If the Aerie has an active sports program the suggested list of exhibitions below should present no difficulty.

Exhibitions provide the action so necessary to a Sportsman's Show. If the Aerie doesn't have members who feel they are capable of putting on good exhibitions, get help from outside sources.

A local Boy Scout could put on a good show of pitching camp and/or the signaling code, knot tying.

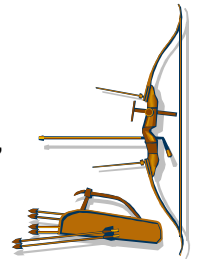
Archery is included in the sports curriculum of most schools; the local high school or college would therefore be a good source for obtaining "demonstrators."

The sports department of your newspaper can also prove helpful by suggesting names of professionals or well-known sports figures that could help out with such exhibitions.

Announce your exhibitions with a lot of fanfare. For your master of ceremonies, select someone with a lot of zip who can keep things rolling smoothly.

The following list of exhibitions is based on attention getting qualities:

Fly-Casting, Baiting the Rock, Cleaning Fish, Archery, Bowling, Golf Grips, Cleaning a Gun, Knot Tying, Signaling code, Pitching Camp, Table Tennis, Explanation of Weather Flags



Guest Star

A "name" attraction is always a good idea. For an Outdoor Night – Sportsman Show you might consider one of the following:

1. An outstanding bowler in the community
2. A popular conservation man
3. A state conservation man
4. The athletic coach of a nearby college
5. Local sports personality – boxer, fisherman, etc...
6. An old-timer in the community who may have at one time or another gained some degree of sports recognition – even if that consisted of catching a record size fish.
7. Some local men who may be well know for his backing of sports recreation for youth.

The guest star should be introduced to the audience by the chairman of the Outdoor Night – Sportsman Show event midway in the entertainment program or exhibitions.

His appearance should be publicized before the event and he should be introduced with some “fanfare.”

A speech is not necessary. However, a few words on some phase of the sport with which he is familiar, would probably be well received.

A state conservation man or someone in the Forestry Service could probably give a few good tips to campers, hunters and fishermen.

Stunts

Stunts can be used either in the promotion of your show or in the show itself.

In the former, they attract attention and attendance. For example, as a promotion stunt, a local sponsor of a sportsman’s show, unloosed a pack of hunting hounds within a designated area in a busy part of the city. The local newspaper had carried an announcement that this would be done and the stunt attracted a large crowd of the curious. True, this stunt isn’t easily duplicated but it does show what can be done when the imagination is given some play.

A stunt used in the show provides the “surprise” element, the comedy touch.

Perhaps one of the following suggestions might be worked out for your Outdoor-Night Sportsman’s Show.

1. Indian War Dance could be staged outside Aerie quarters before the event. Or, used as a stunt at the show.
2. Transition of the “bicycle built for two” act, with participants dressed the part, replete with goggles. If used as a promotion stunt, the two could wheel around a certain area, one of them carrying a placard announcing the show.
3. Swimming suits, then and now. Burlesque the old-time bathing attire. Grandma and Grandpa might fall dead and be carried off on stretchers when they glimpse the new fashions.
4. Turtle race
5. Rope spinning
6. Wheelbarrow race
7. Dog calling (or other animal)* contest. Limit to two participants. A judge times the second or minutes it takes animal to answer call by each of the contestants. The callers should strive for a bit more originality than the “here, Fido,” routine.
8. Baton twirling

*Pig, goat, cat, lamb

Barbeque Lunch

Barbequed hamburgers and coffee will have a lot of “consumer interest” if sold at an attractively decorated booth. Make it an outdoorsy looking place, in keeping with the theme, Outdoors Night.

