

Breeo Event Target List

High-end hunters • Live-fire cooking • Premium outdoor sports

How to Measure Event ROI (Breeo)

	A	B	C	D	E	F	G	H
1	Event ROI Worksheet (Breeo)							
2	Use this sheet per event. Blue cells = inputs. All other cells calculate automatically.							
3								
4	1) Event Basics							
5	Event name	City, State	Category	Time of year	Burn-ban risk (low/Med/High)	Objective (sell now / Pipeline /)	Primary contact	Notes
6								
7								
8	2) Costs (All-in)							
9	Cost line item	Amount (\$)						
10	Sponsorship / booth fee	\$0						
11	Booth build / activation materials	\$0						
12	Shipping / freight	\$0						
13	Travel & lodging	\$0						
14	Staffing (loaded cost)	\$0						
15	Permits / safety / insurance	\$0						
16	Samples / food cost	\$0						
17	Other	\$0						
18	TOTAL EVENT COST	\$0						
19								
20	3) Direct Sales (Hard ROI)							
21	Units sold on-site (pits)	Avg gross profit per pit (\$)	Accessory GP on-site (\$)	Dealer orders GP attributable (\$)	Total Direct Gross Profit (\$)			
22	0	\$0	\$0	\$0	\$0			
23								
24	4) Pipeline (Expected Value)							
25	# Qualified leads	Avg expected GP per lead (\$)	Close rate (0-1)	Expected Pipeline GP (\$)				
26	0	\$0	15.0%	\$0				
27								
28	5) Brand / Content Proxies (Optional)							
29	Email/SMS signups	Signup → purchase conv (0-1)	Avg GP per converted customer	Expected Brand GP (\$)				
30	0	3.0%	\$0	\$0				
31								
32	6) Results (ROI)							
33	Total Gross Profit (Direct + Pipeline)	\$0						
34	Hard ROI (Direct only)							
35	Total ROI (Direct+Pipeline+Brand)							
36								
37	7) Event Fit Score (1-5 each; subjective but consistent)							
38	Criterion	Score (1-5)						
39	Wealth concentration / premium a	3						
40	Shoulder-season weather fit for fir	3						
41	Venue fire permissibility (reverse-s	3						
42	Dwell time / lounge culture	3						
43	Sales pathway strength (consumer,	3						
44	Content opportunity (fire + food m	3						
45	FIT SCORE (avg)	3						
46	FIT SCORE (weighted suggestion)	3						

What you get out of events

- Qualified leads: dealers, outfitters, lodges, builders, premium consumers
- Content: live-fire cooking, product demos, customer testimonials, social reels
- Dealer momentum: show-only bundles + training + floor staff excitement
- Pipeline influence: meetings set, samples shipped, quotes issued, POs secured
- Brand lift: press, creator collaborations, and “felt” experience (smokeless + cooking)
- Cost discipline: track spend per lead, per meeting, and per closed/won deal

Tip: Pre-book meetings and lock in a “cook schedule” to ensure consistent crowds + footage.

Best-Fit (Top 15)

	A	B	C	D	E	F	G	H	I	J	K
1	an	Event	City	State	Time of year	Burn-ban risk	All-in cost (\$)	Direct GP (\$)	Pipeline GP (\$)	Brand GP (\$)	Total ROI
2	1	Western Hunting & Conservation Expo	Salt Lake City	UT	Feb (winter)	Medium	\$0	\$0	\$0	\$0	
3	2	Safari Club International (SCI) Convention	Nashville	TN	Feb (winter)	Low	\$0	\$0	\$0	\$0	
4	3	Great American Outdoor Show (GAOS)	Harrisburg	PA	Feb (winter)	Low	\$0	\$0	\$0	\$0	
5	4	National Pheasant Fest & Quail Classic	Minneapolis	MN	Feb (winter)	Low	\$0	\$0	\$0	\$0	
6	5	Orvis Game Fair & Sporting Weekend	Millbrook	NY	Sep (fall)	Medium	\$0	\$0	\$0	\$0	
7	6	Open Fire Meat Up (Memphis)	Memphis	TN	May (spring)	Medium	\$0	\$0	\$0	\$0	
8	7	Memphis in May BBQ Contest	Memphis	TN	May (spring)	Medium	\$0	\$0	\$0	\$0	
9	8	SOBEWFF Masters of Fire	Miami Beach	FL	Feb (winter)	Low	\$0	\$0	\$0	\$0	
10	9	Life Time Sea Otter Classic	Monterey	CA	Apr (spring)	Medium-High	\$0	\$0	\$0	\$0	
11	10	Outerbike Moab	Moab	UT	Oct (fall)	Medium	\$0	\$0	\$0	\$0	
12	11	Blister Summit	Snowbird	UT	Apr (spring)	Medium	\$0	\$0	\$0	\$0	
13	12	GoPro Mountain Games	Vail	CO	Jun (early summer)	Medium	\$0	\$0	\$0	\$0	
14	13	Jack Link's Cup @ Quail Creek	Okeechobee	FL	Feb (winter)	Low	\$0	\$0	\$0	\$0	
15	14	Mossy Oak Properties Fox Hole Shootout	West Point	MS	Sep (early fall)	Medium	\$0	\$0	\$0	\$0	
16	15	Life Time Big Sugar Classic	Bentonville	AR	Oct (fall)	Low-Medium	\$0	\$0	\$0	\$0	

High-End Hunting Conventions & Expos

Primary targets

- Safari Club International (SCI) Convention — Feb (Nashville, TN / rotating)
- Western Hunting & Conservation Expo — Feb (Salt Lake City, UT)
- SHOT Show — Jan (Las Vegas, NV)
- NWTF Convention & Sport Show — Feb (Nashville, TN)
- Great American Outdoor Show — Feb (Harrisburg, PA)
- Rocky Mountain Elk Foundation (RMEF) Expo / events — Spring (varies)
- Ducks Unlimited National Convention — Spring/Summer (varies)

Similar buyer profile

- Dallas Safari Club Convention — Jan (Dallas, TX)
- Houston Safari Club Foundation — Jan (Houston, TX)
- Safari Club International chapter banquets — Year-round (nationwide)
- NRA Annual Meetings & Exhibits — Spring (varies)
- Backcountry Hunters & Anglers Rendezvous — Spring/Summer (varies)
- RMEF / DU / NWTF fundraising banquets — Fall/Spring (nationwide)

Sporting Clays & High-End Charity Shoots

Premium shoots + dinners

- Jack Link's Cup (Quail Creek Sporting Ranch) — Feb (Okeechobee, FL)
- Mossy Oak Fox Hole Shootout — Early June (West Point, MS) [hot-weather]
- Orvis Endorsed Wing-Shooting Lodges events — Fall/Winter (nationwide)
- Ducks Unlimited / Delta Waterfowl sporting clays fundraisers — Spring/Fall
- Safari Club / RMEF banquets with auctions — Spring/Fall
- NSCA Regional Championships — Spring/Summer (varies)

Breeo angle

- “Hunting lodge backyard” demo: smokeless fire + comfort + durability
- Chef-led wild game cook: backstrap, duck, venison chili, cast-iron sides
- Auction tie-in: limited edition fire pit / sear plate package
- VIP seating: branded chairs + warm-up zone near the cook area
- Content: slow-mo flame, sizzling meat, shooter reactions (premium vibe)

High-End Upland Bird Hunting Events

Core events

- Pheasant Fest & Quail Classic — March (varies; often Midwest)
- National Pheasant Championship (Pheasants Forever) — Fall (varies)
- Orvis Game Fair & Sporting Celebration — Sept (Manchester, VT)
- Quail Forever / PF chapter banquets — Spring/Fall (nationwide)
- South Dakota Pheasant festivals + lodge weekends — Oct/Nov (Huron / Aberdeen / Pierre, SD)
- Kansas / Nebraska upland & sporting-clays festivals — Fall (varies)

Add-on ideas

- Partner with premium lodges: “Après hunt” fire + cast-iron dinner
- Dog-centric moments: warm-up zones, branded water bowls, photo ops
- Gear-demo bundle: fire pit + live-fire cooking + upland tailgate
- VIP gifting: fire starters, gloves, and a “cook kit”

Open-Fire Cooking & BBQ Events

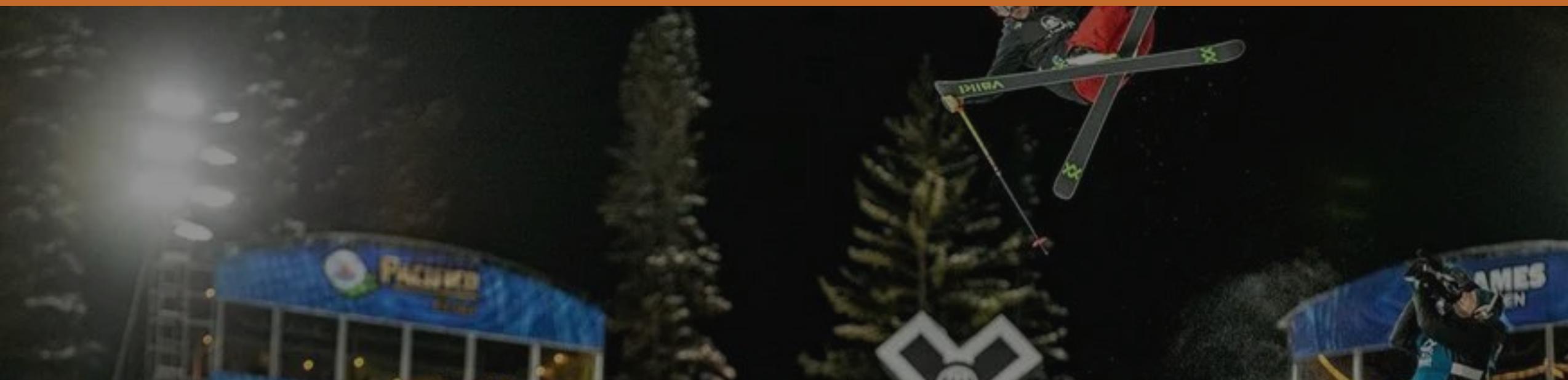
Larger event targets

- Memphis in May — May (Memphis, TN)
- Open Fire Meat Up — Fall (often TX / rotating)
- SmokeSlam (BBQ World Championship) — Feb/Mar (Memphis, TN)
- SOBEWFF “Masters of Fire” — Feb (Miami Beach, FL)
- American Royal World Series of BBQ — Sept/Oct (Kansas City, KS/MO)
- Whole Hog / live-fire chef meetups (regional) — Spring/Fall

Breeo activation

- Chef stage: 20–30 min “show cook” every hour
- Sampling: venison sliders, cast-iron cornbread, ember-roasted veg
- Merch + bundles: live-fire cook kit (sear plate + tools)
- Content capture: overhead cook shots + product close-ups
- Compliance: spark arrestor, fireproof mat, extinguishers, signage

High-End Outdoor Sports (Spring/Fall/Winter)



OUTERBIKE

Examples that attract premium spend

- X Games Aspen — Jan (Aspen/Buttermilk, CO)
- Kings & Queens of Corbet's — Feb (Jackson, WY)
- GoPro Mountain Games — June (in Vail, CO)
- Outerbike Moab — Oct (Moab, UT)
- Sea Otter Classic — April (Monterey, CA) [spring shoulder]
- Ski brand demo tours (e.g., Black Crows) — Winter (varies)

What a “Breeo Perfect Booth” Looks Like

Non-negotiables

- Smokeless demo unit + cooking system (when allowed)
- Warm, premium lounge seating (lodge vibe)
- Clear “why Breeo” story: smokeless, American made, lifetime warranty
- 2 capture angles for content (phone + “hero camera”)
- Meeting calendar + lead capture (QR form + badge scan)

Experience triggers

- Sizzle moment every 20–30 minutes
- “Smell + sound” (wood crackle) plus clean air (smokeless)
- VIP invite: “Come back at 4:00 for wild game cook”
- Dealer/architect hours: quieter, appointment-based
- Giveaway: fire starters / glove / recipe card