

TRADITIONS

FOUNDATION

Quarter 2: 2013



Everything's Bigger



IN TEXAS



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EVERYTHING'S BIGGER

AT THE 2013 NRA ANNUAL MEETINGS IN HOUSTON, OVER 80,000 ATTENDEES GOT TO CHECK OUT THE LATEST FIREARMS AND GEAR.

THE PATRIOTIC AND PASSIONATE CROWD DIRECTLY IMPACTED THE SHOOTING SPORTS BY HAVING FUN AND RAISING FUNDS AT THE NATIONAL NRA FOUNDATION BANQUET & AUCTION.

The much anticipated auction kicked off the weekend's events, and, in true *Friends of NRA* style, the evening encompassed games, raffles, silent and live auctions, food and speakers. Fund-raising was taken to a new level thanks to the generous support of sponsors Cabela's, U.S. Law Shield and Universal Coin and Bullion. Overall it was an exciting, fun-filled and record-breaking year at the 2013 National NRA Foundation Banquet in Houston.

Sold out a month in advance, the banquet hosted 1,780 Second Amendment enthusiasts. Guests waiting eagerly in the lobby of the Hilton Americas-Houston Grand Ballroom for the doors to open at 5 pm had the opportunity to play "Guns and Roses," a game in which \$20 bought a long stemmed rose and a chance to win a "his and hers" firearms package. Guests could also purchase a *Friends of NRA* Ammo Box, containing opportunities to win up to six different firearms at six games throughout the ballroom. Each box also included one

entry to a drawing for a Colt M4 Carbine or a Smith & Wesson M&P15 as well as four other items: a mini *Friends of NRA* truck, a shot shell flashlight, a shot shell glass and a custom NRA gun cleaning cloth. By the time the doors had opened, most of the boxes were sold, raising nearly \$50,000 for The NRA Foundation.

With anticipation in the air, the doors swung open, and guests swarmed into the ballroom and flooded the silent auction, buckets and game tables. The bucket raffle, a classic *Friends of NRA* staple, allowed purchasers of raffle packs chances to win hundreds of select merchandise and firearms. Premiums for some of the top raffle pack levels included a Steiner binocular, a Remington R-1 or the big ticket item, a Kel-Tec KSG Shotgun.

In the silent auction, competition was fierce over custom firearms, national and international hunts, tactical and hunting gear, and home decor displaying a passion for America and

our Second Amendment rights. With almost 200 items to bid on and three rounds of bidding, participants kept coming back for more. If you couldn't wait for that item you just had to have, bidders could "Buy it Now," preventing bidding wars while also entering the buyer into an exclusive drawing for a donated Remington Varmint Exterminator Rifle.

Throughout the room various games provided attendees more chances to win exclusive firearms and gear. New this year was the Tactical Raffle with a jackpot prize including firearms, knives and gear. "The Gunny" R. Lee Ermy even stopped by to sign the gear for one lucky winner.

Since the National NRA Foundation Banquet is the largest NRA Foundation event of the year, it was only appropriate to offer a game of equal magnitude. "Winner Take All" offered players the chance to win a total of eight firearms when they purchased tickets at \$20 each, three for \$50 or ten for \$100. The winner got the best



deal of the whole evening and helped raise over \$15,000! Another crowd favorite, the "Table of Guns," was played at dinner by over 900 attendees, raising over \$18,000. One of the 178 tables won Smith & Wesson 9mm Shields for all 10 guests who were seated at that table.

The night was just kicking off, but as the silent auction, games and buckets came to a close, guests took to their seats. Being such huge contributors to the evening's success, the Gold, Silver and Bronze table sponsors were recognized with seats near the front of the room. As a thank you, each table sponsor, whether a company or an individual, received special recognition. Event sponsors as well as Gold and Silver

table sponsors received W.R. Case custom knives with tin cases for each of their guests. Not only did these sponsors' tables boast prime seating and marketing, but they also amped up the level of fundraising for the future of the shooting sports.

To kick off the program and honor our American freedoms, Alyssa Clift, a student at Texas A&M, sang a beautiful rendition of the National Anthem while Waller Air Force Jr. ROTC presented the colors.

To thank the thousands of volunteers who help with *Friends of NRA* banquets across the country, the five Region Volunteers of the Year received expense-paid trips to the 2013 Annual Meetings for their outstanding contributions to the

Friends of NRA's mission to promote the legacy of the shooting sports. Field Operations Director of Volunteer Fundraising Sarah Budi, awarded each recipient a certificate framed by award sponsor, Mill Pond Press.

Just as attendees were settling into dinner, another raffle game gave 52 guests a last minute opportunity to buy tickets for a chance to win a Glock 22 signed in-person by "The Gunny." He made a surprise appearance on stage and gave orders for the winner to hustle and join him for a photo with the freshly autographed Glock 22.

Following "The Gunny," former NRA President David Keene encouraged all attendees to stand and fight for our American freedoms and



Second Amendment rights and emphasized the importance of involvement and perseverance. Cabela's Executive VP and Chief Marketing and E-Commerce Officer Scott Williams, U.S. Law Shield's Vice President Kirk Evans and Universal Coin and Bullion's President Mike Fuljenz thanked The NRA Foundation for the event sponsorship opportunity and reinforced the overall message of involvement and participation in Second Amendment freedoms to preserve future generations' opportunities in shooting sports.

Saving the best for last, auctioneer Bill Elrod took the stage with emcee Darren DeLong, Oklahoma NRA Sr. Field Rep, for the live auction featuring highly valuable, donated firearms,

merchandise, and hunts. Some of the big ticket items included: an NRA Liberty Safe with mystery gun; a custom cowboy boot and hat package with an Uberti Silverboy; an autographed Marcus Luttrell "Lone Survivor" book with an exclusive *Friends of NRA* Navy Seal SIG SAUER Pistol and custom holster; and Louisiana goose, Canadian moose and Alaskan black bear hunts.

Stealing the show and raising the record amount for any single item in The NRA Foundation Live Auction was a custom-built, NRA-themed airboat donated by Diamondback Airboats and Taurus. Their generosity took the live auction to a whole new level and made for one happy NRA Foundation supporter!

Judging by this year's banquet, the tale is true. Everything IS bigger in Texas. Thanks to attendees, donors, volunteers and sponsors who joined us to celebrate our American freedoms, The National NRA Foundation Banquet broke records across the board, raising over \$500,000! Each individual part of the event was a tremendous success and together helped reach this incredible milestone.

Although the Texas event was huge, we hope to continue to break records next year at the 2014 National NRA Foundation Banquet and Auction in Indianapolis. Be sure to buy your tickets early and speed on over for a night of incredible fundraising that you won't forget! ★