



**GREAT OUTDOOR
PROVISION CO.**

Equipping Life & Adventure

Great Outdoor Provision Co. is the established local outdoor outfitter, from mountains to sea, across North Carolina and Virginia. Recognized for community involvement, customer engagement and brand relationships, we are proud to support and inspire local adventure.



Camp/Hike



Climb



Fish



Paddle



Travel



**a focus on
adventure
a belief in
connection**

Great Outdoor Provision Co. sponsors, hosts and participates in over 150 events a year to support the active outdoor lifestyle and connect people together who love it.

GetHiking! Meetups around NC & VA

Fly Fishing Classes

Boat Demos & Roll Classes

5 Peaks & 5 Experts: Everest, Denali,...

NC Kayak Fishing Team Sponsor

Paddling Meetups & Drop-Ins in NC & VA

Access Fund Donor

Wilderness First Aid Classes

Helinox
LIGHTWEIGHT OUTDOOR SEATING



Each year, Great Outdoor Provision Co. directs funding and hosts events that benefit our natural places and support our local communities.

**a commitment to saving
the places we love**





Land Trust Day

10% sales to local land trusts

Earth Month

"green" events throughout April

Habitat Day

5% sales to local Habitat efforts

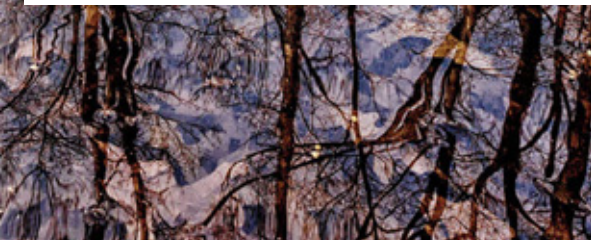
Scout Week

20% off camping gear to scouts, other great deals all year long

Gift of Warmth

over 12,000 coats donated to local missions the past 11 years

Throughout 2017, all profits from this curated collection of gear and sportswear will go to support the Mountains-to-Sea-Trail



As a member of 1% For the Planet, we contribute locally and globally to non-profits and individuals working together for a healthy planet.

WE SUPPORT

40th ANNIVERSARY
MST
NORTH CAROLINA

All proceeds from our MST Collection support the MST.

photo: Robert Stephens



FOR THE PLANET

a partnership with brands to



Fit for Adventure Tour

When Chaco hits the road for the summer festival circuit, GOPC is a favorite stop on the tour for an afternoon of fun, music and a celebration of the #ChacoNation.



Hell Yeah Tour

Mountain Khakis went cross country celebrating the intersection of craft beer and the outdoor lifestyle. GOPC was proud to be a chosen retailer on the tour with an evening of music, beer and fun.

FILM SCREENINGS: Exotic Places, Incredible Experts, Extreme Adventure. GOPC takes customers along by showcasing great expeditions—often co-sponsored with a featured brand.

LOCAL MUSIC: Fun music is a regular occurrence at GOPC shops, and is often paired with local brew, and features outdoor brands, gear, expert guidance or stories of adventure.

FESTIVALS & SHOWS: We attend and/or sponsor adventure and music festivals throughout NC and VA. We are members of Grass-roots Outdoor Alliance and attend retail tradeshows every year.



BEER NC APP: GOPC powers *Our State Magazine's* app dedicated to the craft beer scene in NC.

create memorable events

patagonia


Worn Wear Tour

The Patagonia Worn Wear Truck always makes a stop at GOPC as they travel around the country repairing well-worn vintage Patagonia and promoting the environmental action of repair and recycle.



GetHiking!

Osprey Packs is a great partner to our GetHiking! program. Supplying Hike Leaders with day packs, Osprey helps make GetHiking! Meetups successful by enabling the leaders to be at their best.

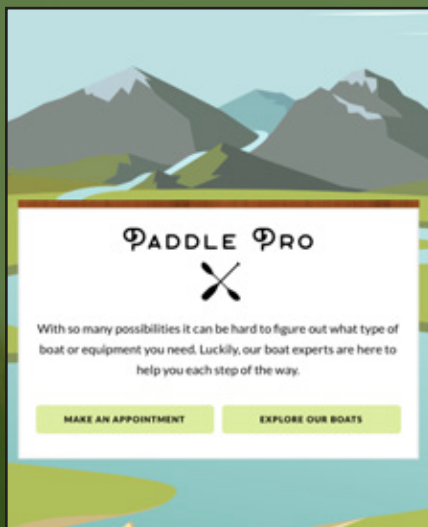
A photograph showing two people on a boat. The person in the foreground is wearing a white long-sleeved shirt, a blue baseball cap, and a black face covering with a white pattern. The person in the background is wearing a plaid shirt, a blue baseball cap, and a blue and white patterned face covering. They are on a boat moving across a body of water under a clear blue sky.

CAMP OUTS, HIKES & PADDLE MEETUPS: Great Outdoor Provision Co. sponsors and leads great adventure throughout NC and VA, giving us the chance to be out in the wild with our customers.

RUNS & RACES: Everything from trail runs, competitive distance runs, Surf-n-Santa beach runs, or doughnut eat-on-the-run... Great Outdoor Provision Co. is there.



a passion to share knowledge



Boat Choice Guide

Our Paddle Pro App provides boat recommendations based on a fun paddle quiz, and directs customer make an appointment with an expert in the shop.



Boat Demos

We want our customers to get the right boat for them. We host boat demos so qualified buyers can try before they buy. And classes to be safe on the water.



Great Outdoor Provision Co. is committed to helping our community enjoy the outdoors. With knowledgeable staff and in-shop or online tools to provide additional information, we guide our customers to the perfect gear and sportswear to make their next adventure great.



Our customers are confident that not only are they getting the best service, they are getting the best price. We price-match identical items from national chains with stores in our town.



Fly Fishing Classes

Fly Fishing can be a lifelong love, but we know it takes a bit of ramp-up to get to the beauty of it. We help our customers get there faster with classes.



MuleTeam

We reach out to our customers through MuleMail. Trusty delivers our members news, events, promotions and special deals.



we're all about connections

9 Shops Throughout NC & VA



2016 Retailer of the Year
2016 Best Community Retailer



2017 Outdoor Insight
Top 8 Independent Retailers

Connections Through Events

GetHiking! Meetups:	3000+ members
Fly Fishing Classes:	6+ events per season
Boat Demos & Classes:	12+ events per season
Vendor Events & Tours:	200+ people per event



Connections Through Social Media



30k+ likes
TrustyGOPC



650k+ views
gopc



3000+ followers
TrustyGOPC



30+ boards
TrustyGOPC



5750+ followers
TrustyGOPC

Connecting with 90k+ MULEteam Members!

Great Outdoor Provision Co. reaches customers with a personal delivery of your brand message.

80,000+ Newsletter Opt-In Contacts



**GREAT OUTDOOR
PROVISION CO.**

Equipping Life & Adventure in NC & VA since 1972

Chapel Hill

Charlotte

Charlottesville

Greensboro

Greenville

Raleigh

Virginia Beach

Wilmington

Winston Salem

www.GreatOutdoorProvision.com