



◦ WHO'S THE BEST OF THE BEST? ◦

**4TH ANNUAL FIREARMS  
INDUSTRY CHOICE AWARDS  
AND  
2019 FIREARMS INDUSTRY  
TEAM CHALLENGE**



**ROCKCASTLE**  
SHOOTING CENTER

**JUNE 13-15, 2019  
PARK CITY, KENTUCKY, USA**

# **FIREARMS INDUSTRY CHOICE AWARDS**

**Who is the best of the best? The Firearms Industry Choice Awards and Firearms Industry Team Challenge is the new way to answer an “age-old” question.**

**Product Evaluation Phase - March 15-17, 2019**

## **Submitted Product Evaluation**

Industry Manufacturers will submit/ donate their best “Product of the Year” to be evaluated by a committee selected from end user groups, who will determine the best-of-the best by ranking the products on Fit, Form, Finish, and Functionality.

**Fun and Gun Phase - June 13-15, 2019**

Four person Industry and Professional Teams will join together to test their skills in firearms handling over two days of friendly competition, on stages that incorporate a range of firearms and shooting disciplines. **\*\*This Phase also includes the 3rd Annual Firearms Industry “Shoot Your Best Shot” Golf Scramble; 18-Hole, Best Ball, 4-Person Teams.** Mix and match to create your own Team, or compete as a company. To be held at the Rockcastle Shooting Center, Park City, KY, U.S.A.

The fun continues as we celebrate the industry “Products of the Year” and the strength of an industry with a semi-formal awards banquet, food, fun and entertainment at the National Corvette Museum in Bowling Green, Kentucky.

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**The world-famous Rockcastle Shooting Center has been at the forefront of the shooting sports since it’s creation in 2010. In the last five years, Rockcastle Shooting Center has hosted over 180 shooting competitions, including several world and international level championships. Twice Rockcastle was honored to host the Shooting Industry Masters, where the idea for the Firearms Industry Choice Awards was born. With a wide range of industry partners Rockcastle Shooting Center was able to assemble a world class team of evaluators to create the ultimate industry award/ match concept.**

# **FIREARMS INDUSTRY CHOICE AWARDS**

## **Submitted Product Evaluation**

This is the real deal.....The Industry Choice Awards' product evaluation process is designed to determine the best product of the year in each category through an un-biased, hands-on, multi-day testing and evaluation phase, performed by the most important people in the business, the end user.

### **The Industry Choice Awards Product Categories and Sub Categories:**

**RIFLE OF THE YEAR  
HANDGUN OF THE YEAR  
SHOTGUN OF THE YEAR  
OPTIC OF THE YEAR  
ACCESSORY OF THE YEAR  
AMMUNITION OF THE YEAR  
TARGET OF THE YEAR**



### **The Industry Choice Awards End User Evaluators:**

**FIREARM RETAILERS  
FIREARM DISTRIBUTORS  
PROFESSIONAL SHOOTERS  
LE/ MILITARY SERVICE  
WRITERS AND MEDIA  
RECREATIONAL SHOOTERS  
FIREARMS INSTRUCTORS**

- **TWO EACH OF ANY PRODUCTS WILL BE SUBMITTED/ DONATED IN EACH ICA CATEGORY**
- **30 EVALUATORS DETERMINE THE TOP 5 EACH CATEGORY, THEN FINAL PANEL PICK WINNER**
- **EVALUATIONS AND SCORING PROCEDURES WILL BE SHARED WITH THE MANUFACTURERS**
- **ONE ITEM WILL BE CHOSEN AS PRODUCT OF THE YEAR IN EACH CATEGORY BY EVALUATION FINAL SCORE**
- **TESTING CRITERIA WILL INCLUDE FIT, FORM, FINISH, AND FUNCTIONALITY**
- **SUBMITTED PRODUCTS CAN BE DONATED TO THE PRIZE TABLE FOR THE 2018 INDUSTRY TEAM CHALLENGE TO BE HELD AFTER THE EVALUATION**
- **EVALUATION PROCESS AND COMPANIES WILL BE COVERED BY RECOIL AND SHOOTING USA**

# **FIREARMS INDUSTRY CHOICE AWARDS**

## **Product Evaluation Submission Form**

**Company:** \_\_\_\_\_

**ICA Product Category:** \_\_\_\_\_

**Product Model:** \_\_\_\_\_

**Company Contact:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

- **TWO OF EACH ITEM NEED TO BE SUBMITTED/ DONATED FOR TESTING AND EVALUATION, WHICH WILL BE DONATED TO THE FIREARMS INDUSTRY TEAM CHALLENGE FOR PRIZES.**
- **IF SUBMITTING FIREARMS, YOU MUST PROVIDE AMMO OF YOUR CHOICE, AT LEAST 500 ROUNDS**
- **SUBMISSION ITEMS NEED TO ARRIVE AT THE ROCKCASTLE SHOOTING CENTER NO LATER THAN MARCH 1, 2019.**
- **SUBMITTING MANUFACTURES NEED TO SUPPLY AT LEAST 4 BANNERS TO ROCKCASTLE SHOOTING CENTER FOR THE SHOOTING INDUSTRY TEAM CHALLENGE NO LATER THAN MAY 25, 2019.**
- **SHIP SUBMISSIONS WITH THIS FORM, AND BANNERS TO:**  
**ROCKCASTLE SHOOTING CENTER**  
**INDUSTRY CHOICE AWARDS**  
**585 PARK MAMMOTH ROAD**  
**PARK CITY, KY 42160**
- **ROCKCASTLE CONTACT:**  
**NATHAN NOBLE (270) 792-3196**  
**[nbnoble@bellsouth.net](mailto:nbnoble@bellsouth.net)**

# **FIREARMS INDUSTRY TEAM CHALLENGE**

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**JUNE 13-15, 2019**



**ROCKCASTLE**  
SHOOTING CENTER

**IN THE END, ONE INDUSTRY TEAM AND ONE PRO TEAM  
WILL BE CROWNED "CHAMPIONS", OF THE THIRD ANNUAL  
FIREARMS INDUSTRY TEAM CHALLENGE**

- ANY COMPANY FROM THE SHOOTING, HUNTING, AND OUTDOOR TRADES INDUSTRY CAN ENTER FOUR PERSON TEAMS INTO THE 2019 SHOOTING INDUSTRY TEAM CHALLENGE, EITHER INDUSTRY OR PRO TEAMS
- COMPETITION STAGES DESIGNED BY INDUSTRY PROFESSIONAL MATCH DIRECTOR ANDREW HORNER, THE MATCH DIRECTOR OF THE BLUE RIDGE MOUNTAIN 3 GUN
- EIGHT COMPETITION STAGES FEATURING A VARIETY OF SHOOTING DISCIPLINES AND COMPETITION BASED SCENARIOS
- THREE "DIRECT CHALLENGE" SIDE MATCHES, WHERE TEAM WILL ISSUE A DIRECT CHALLENGE TO THE INDUSTRY TEAM OF THEIR CHOICE, AND IT ALL ENDS WITH THE "LAST TEAM STANDING"
- GUNS AND AMMO PROVIDED, JUST BRING THE FUN
- RANDOM DRAW PRIZE TABLE FEATURING THE PRODUCTS THAT WERE SUBMITTED FOR "PRODUCT OF THE YEAR", PLUS A VARIETY OF ADDITIONAL PRIZES.
- AWARDS AND PRIZE TABLE WILL OCCUR AT THE INDUSTRY CHOICE AWARDS BANQUET AND CELEBRATION ON THE NIGHT OF JUNE 15, 2019.

# **FIREARMS INDUSTRY TEAM CHALLENGE**

## **Team Entry Information**

- **REGISTER BEFORE APRIL 1, 2019 AND RECEIVE EARLY REGISTRATION DISCOUNT**



**EARLY INDIVIDUAL ENTRY \$400**



**AFTER APRIL 1, INDIVIDUAL ENTRY \$450**



**EARLY FOUR MAN TEAM ENTRY \$1,600**



**AFTER APRIL 1, FOUR-MAN TEAM ENTRY \$1,800**

### **SPONSOR TEAM ENTRY DISCOUNTS**

**PLATINUM OR GOLD SPONSOR: \$1,250**

**SILVER SPONSOR: \$1,500**

- **FOUR MEMBER TEAMS ARE ENCOURAGED, BUT NOT REQUIRED, WITH A MAX BEING SIX MEMBER TEAMS.**
- **MATCH FORMAT IS INDUSTRY TEAMS vs. INDUSTRY TEAMS, AND PRO TEAMS vs. PRO TEAMS**
- **TEAM SHOOTING CHALLENGE AWARDS WILL BE GIVEN TO 1ST THROUGH 3RD PLACE**

# **2019 INDUSTRY CHOICE AWARDS FIREARMS INDUSTRY TEAM CHALLENGE SPONSORSHIP INFORMATION**

**Sponsorships are available to any company in the shooting, hunting, and outdoor trade industry, and any company that supports our sports.**

**Sponsors receive advertising placement on all event materials, including all print media, and property banner placement.**

**SILVER SPONSOR  
\$2000**

**GOLD SPONSOR  
\$3500**

**PLATINUM SPONSOR  
\$4500**

- **All product sponsorship donations will be distributed to the competitors via the prize table, or swag bags.**
- **Cash Sponsorships donations can be made to cover dinners, entertainment, and hospitality rooms.**
- **Manufacturers are encouraged to donate target materials and match supplies .**
- **All donated product needs to arrive at Rockcastle Shooting Center no later than May 25, 2019.**



# **FIREARMS INDUSTRY TEAM CHALLENGE**

## **SPONSORSHIP/ TEAM ENTRY FORM**

**Company:** \_\_\_\_\_ **Amount:** \_\_\_\_\_

**Team Name:** \_\_\_\_\_

**Industry** ☐

**Pro** ☐

**Contact:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Payment Type:** MC/ VISA/ AmEx/ Dis ☐

Check Enclosed ☐

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Total Amount:** \_\_\_\_\_

**Exp Date:** \_\_\_\_\_ **Sec Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**2019 FIREARMS INDUSTRY  
TEAM CHALLENGE**



Mail to: Rockcastle Shooting Center  
Industry Choice Awards  
585 Park Mammoth Road  
Park City, KY 42160  
(270) 749-4101