

# Rowland Ward Fair Chase Outfitter



[rowlandward.org](http://rowlandward.org)



# Rowland Ward Fair Chase Outfitter

[rowlandward.com](http://rowlandward.com)

A few years ago we launched the Rowland Ward Fair-Chase Outfitters Program and it met with enthusiasm. To become a Fair Chase Outfitter, only those with impeccable reputations will be considered. Initially, the program will feature the finest outfitters in Africa; later we will expand the program to outfitters on other continents.

Rowland Ward Ltd. is very serious in its commitment to its Fair Chase Outfitters program. Rowland Ward Ltd. Fair Chase Outfitters will immediately be recognized by clients as outfitters and guides who espouse the highest ethical standards. A Rowland Ward Ltd. Fair Chase Outfitter must believe in and stand behind the concept of fair-chase hunting, be ethical at all times, obey the game laws of the country he/she outfits/hunts in, and

be actively involved with local communities in the support of conservation and wildlife management. In order for a safari company to qualify, it must have a spotless record with IPHA and or its local outfitter organization such as Custodians, NAPHA, etc. Such an outfitter must not have been banned from any of the major international hunting organizations for inappropriate conduct and, where applicable, must be fully licensed with the local authorities. Thus, when a customer sees the Rowland Ward Ltd. emblem on an outfitter's brochure, website, or business card, he will immediately know that he is dealing with a company that is serious about the conservation of wildlife and habitat and one that will really go the extra mile to involve local, indigenous people wherever possible in the battle to preserve local wildlife and habitat. This is not a hollow statement.

Participants in the program will strictly offer fair-chase hunting as defined by the Guiding Principles of Rowland Ward Ltd. Outfitters who participate are committed to these ideals and are professional in their behavior. They have gone through a serious application and vetting process. Once an outfitter has been vetted by Rowland Ward Ltd., it will serve the hunting community in several ways. First of all, it will say to someone who is looking to book a hunt that a Rowland Ward Endorsed Outfitter is one who

supports the Guiding Principles of Rowland Ward Ltd.; is actively involved with local communities to show that ethical sport hunting with a sustainable off-take is a financial benefit to those who share their environment with wildlife; and is an ethical outfitter. Thus, for people booking hunts, they will intuitively know that they can trust in the good judgment and ethical behavior of a Rowland Ward Fair Chase Outfitter. Rowland Ward Ltd. will not hesitate to terminate outfitters who do not conform to the set standards.





**From the other side of the coin, this program offers the following benefits to outfitters who have been selected:**

### **Option 1**

- International recognition that the outfitter upholds the ideals of ethical, fair-chase hunting.
- Use of the Rowland Ward Fair Chase Outfitter name and logo on the outfitter's website, brochures, literature, and business cards.
- Three half-page, full-color ads in *Sports Afield* each calendar year. (You may buy more at preferential pricing.)
- Listed as a Rowland Ward Fair-Chase Outfitter on RowlandWard.org with a full profile.
- Link from RowlandWard.org to the outfitter's own website.
- Year-round listing on "Find a Hunt" section of Sportsafield.com and link to the outfitter's own website
- Once a year listing in *Sports Afield* on a dedicated page with fellow Rowland Ward Ltd. Fair Chase Outfitters.
- Cost per year is \$4,500.00.

### **Option 2**

- International recognition that the outfitter upholds the ideals of ethical, fair-chase hunting.
- Use of the Rowland Ward Fair Chase Outfitter name and logo on the outfitter's website, brochures, literature, and business cards.
- Listed as a Rowland Ward Fair-Chase Outfitter on RowlandWard.org with a full profile.
- Link from RowlandWard.org to the outfitter's own website.
- Year-round listing on "Find a Hunt" section of Sportsafield.com and link to the outfitter's own website.
- Once a year listing in *Sports Afield* on a dedicated page with fellow Rowland Ward Ltd. Fair Chase Outfitters.
- Cost per year is \$1,000.00.

# ROWLAND WARD LTD.

FOUNDED 1870



Please contact **James Reed** regarding interest in this program.

**jreed@sportsfield.com**

**Tell U.S. (714) 373-4674**

The collage features a screenshot of the Sports Field website, which is described as 'THE WORLD'S PREMIER HUNTING ADVENTURE MAGAZINE'. The website content includes sections for 'FROM AFIELD', 'FIND YOUR NEXT HUNTING ADVENTURE', and 'GET CONNECTED'. It also lists various hunting opportunities in Africa, such as 'No-Ka Tsana Safaris' and 'Omagere Safaris'. Overlaid on the website are several Sports Field magazine covers, including one for 'WINTERHORN' and another for 'Antelope & Deer Hunts'. Below the website and magazines is a photograph of a room with taxidermy mounts of a kudu, a cheetah, and a leopard. At the bottom of the collage is a 'Mission Statement' section with the following text:

**Mission Statement**

The vision of Rowland Ward is to help preserve and increase the habitat of target game worldwide by supporting sustainable fair-chase hunting, which in turn directly benefits the local indigenous people of the same habitat. To further this goal, Rowland Ward maintains an accurate and visible database of

[rowlandward.org](http://rowlandward.org)

**Rowland Ward Fair Chase Outfitter**