

Your complete introduction to Gun Bashes, as prepared by the team that is ready to make yours a success.

Gun Bash FAQ

V1.4

Special Interest Articles:

- Bagging the Rarest of Prizes.
- Proper Preparation for our Partners.
- Help and Advice.
- Cleanup and Bumps in the Road

Individual Highlights:

Quality Guns 2

Getting on the Schedule 3

Invoicing and Payments 4

Making the Most of a Gun Bash 5

Why Anthony Arms?

Anthony Arms is one of the premier providers of firearms and accessories in the Pittsburgh area. When you chose Anthony Arms for your gun bash, you don't get intermittent attention. You get an entire department devoted to your needs.

With our size and fine business practices we are able to get allocated and rare firearms more than our competitors. As a public service, those

firearms are saved for you.

We promise personalized attention that does not come in short bursts, or dribs and drabs, but works all year long to make your event as profitable as possible.

We are not here for now, not for tomorrow, not even just until your gun bash. We are here to help you on a continuous basis in your noble pursuit of

public safety. Today; And tomorrow; And then after the event we are preparing for your next one. We want to be partners, because your job is too hard to shoulder all the weight alone.

Let us help.

If you have any questions please contact Daniel Ross at:

Dan@AnthonyArms.com

Staffing your Gun Bash

We do not just send out anyone, but a professional team of firearm clerks to conduct your business quickly, courteously, and legally.

All that is required for my team to function is protection from the elements, access to a power line, a table for paperwork, access to a serving of food, and a phone line to contact the Pennsylvania Instant Check System.

That's it.

While they may appreciate

strong backs to help unload firearms from the truck we bring to your event, other than that, we do everything. We will guide the winners through their paperwork. We will take the guns home that must wait to be claimed. We will keep track of all paperwork.

In the end it is important to note that all legal winners will go home from your event with their prizes in their hands. That is a powerful incentive for ticket sales as the event rolls on. Seeing a smiling

winner with a brand new rifle, or holding up a hard-to-find firearm up to the crowd, will move tickets and that means funding for your organization.



Quality Products



The Keltec KSG is one of the hardest to find firearms in the country right now. It sells for twice MSRP. Did your last gun bash have one?

At my last gun bash, I was asked: "Why don't you carry Hi-Point Firearms?"

Certain reliability issues aside, my answer was very simple: "Can you afford a Hi-Point?"

Of course he could. I could. Nearly anyone who made money as a paperboy or mower of lawns can afford a Hi-Point firearm.

That leads me to my next

point:

"Where is the thrill in winning something you can easily afford on your own?"

Grocery stores give away groceries, but thousands of dollars' worth. Gas stations give out a year supply of gas. I maintain in order to thrill audiences we must exclude Jennings, Hi-Points, Ravens, and so on. In

order to provide maximum excitement, we bypass the easily bought guns and move on to those normally out of reach. This includes Colts, Sig Sauers, Magnum Research, FN, Browning, Smith and Wesson, and many, many more! They all scream high quality. They all are desirable.

And, if you read on, you will see we have even more to generate buzz.

Bagging the Rarest of Prizes

The KelTec KSG, the Smith And Wesson Shield, the Kimber Solo. These are extremely hard to get guns, often selling for two to three times MSRP. Some shops are lucky to see one or two of these firearms per year. Anthony Arms is in a whole different class.

We can get more of these firearms than anyone else. We get them and we save them for you.

Community safety is everyone's responsibility. Even so, we cannot all go up a ladder, strap on a vest, or manhandle a hose into place. By working closely with you we can set aside some of these expensive firearms beforehand, and lock in their prices. Having rare guns builds buzz, builds excitement, and ultimately sells tickets.

If, by giving up some

profit, we can help save lives, we will gladly hold on to products for several months in order to make sure that it is available for your use.

As time goes on, the guns will change. Policy will remain the same.



Extras

Winners sell tickets. Good looking firearms sell tickets.

This time.

It is a point of common wisdom that a good cover can sell a bad book, once. After that, everyone

knows the name, and no cover can overcome a name that says bad author.

I want to bring not just pretty guns, but great looking, quality guns.

Also, nobody should ever

leave empty handed. At every event we hand out coupons so that everyone who shows up gets cash off of gun purchases. Everyone gets free range time. Everyone gets something, adding value to your event, all as part of the service.

Proper Preparation for our Partners

Anthony Arms is evolving at all times. We are continuously looking to streamline operations, allowing for easier setup, display, sales, and teardown of our end of a gun bash. We are looking to invest in our displays, equipment, and procedures. Where we find snags in the system, we file them down. But more than anything, smooth operation requires proper previous preparation.

This means staffing. This means communication. This means having a single point of contact

devoted to your event to make sure it comes off as smoothly as possible.

We start with as much time as possible, collecting the make and model of guns that you want. Our size helps with that, but it also brings other advantages.

Let us say that you go with another gun store. Will they promote your event for weeks in advance on social media? Can they afford viral apps to remind interested parties that your event is coming? Can they even prepare for surprises or issues –spare firearms,

special firearms in stock - to further push your earnings even higher? It is unlikely that they would think to, and it would be even less likely that they would have the ability.

Every event, show, or performance you have ever seen has been rife with errors, issues, and emergencies. Preparation means that nobody ever has to know.

At Anthony Arms, our job is to prepare for eventualities.



Getting on the Schedule and Reserving Firearms

We will sit down together. We will make a plan, you will give me your orders and I will hunt them down to bring you what you asked for.

Steel goes up, lead goes up, brass goes up. In short: As sure as the sun rises, the costs of guns will rise.

Locking in your gun bash with Anthony Arms early allows us to build an accurate estimate for you.

We are already working on an extremely thin

margin to ensure the gun bash to makes as much money for your department as possible.

In order to do this, we hope to get started as early as possible to locate, secure, and store your firearms, locking in the price long before you even have to print your tickets, allowing us to substitute an equal quality firearm if there is an emergency with price or availability.

In order to get these savings on costs, to maximize the chances of

getting precisely what you need, to get it under cost and on time, I need forewarning.

You may look at your budget and see the gun bash a year out into the future, but if the guns you want take nine months to get in, then we had best start today.

I want to work together with you and your department, but the success and profitability of your event, but the sooner we begin, the better it will end.

“Feel free to handle the firearms, ladies and gentlemen. Guns love to be touched and if we were afraid they would fall apart in your hands, we would NOT have brought them to you!”

Invoicing and Payments

Anthony Arms has such buying power that we do not have to ask to be paid until after the gun bash finally closes.

Invoices will be brought to the event, and updated at the very tail end of the bash. Within an hour of the last gun being called in to PICS, we should have an accurate idea of what firearms were won,

which will have to come back to the store so that the winners can come and claim them at their leisure.

It is at that point, and only then, that we will accept cash or check from your organization.

This leaves you all the funds you have raised so far to throw the most amazing party that you

can afford, and pay us after as the dust settles.

The last hour reconciliation is absolutely vital. As the bash is cleaned up and dismantled, we must have that time to triple check records that are sure to be confused in the heat of the bash. The end result is worth it in accuracy, legality, and good will.



The mistake most people make is thinking that when they sell \$5, \$4, \$3 or \$2 table guns they know what kind of guns to expect. It is not the cost of the ticket that makes the prizes; it is the number of tickets!

Help and Advice

When there is a question of burn-rates, structural safety, and attacking a blaze, people wisely come to you.

When it comes to fund raising with a gun bash, trust us when we say that the experts come to us.

It is in our best interest to

make sure that people for townships in all directions are talking about the guns and funds you managed to snag for your department. It is for this reason we will give the best advice available in choice, quantity, and quality of guns.

At any time you have a question, we will humbly offer our experience to you without additional charge.

I am your point of contact, and I hope to hear from you if you need anything at all:

Dan@AnthonyArms.com



"Why stop at guns? I can bring scopes, emergency prepared-ness supplies, Tasers, crossbows, and more. Everyone can find what they want."

Cleanup and Bumps in the Road

.At the end of the night, you will not have to deal with any paperwork other than the invoice. We will be happy to go over the list of disposed guns, pack up everything that has not been won, and take care of all legal loose ends.

You will not have to deal with any such paperwork that makes buying a firearm a messy affair.

But what if the winner does not want that particular gun?

No problem. We at Anthony Arms are sizable enough to allow the winner to get a gift certificate for whatever you were to pay for the gun, then come into the store and pick up whatever they want out of our stock. That money could go toward a safe, or hunting gear, or even

as toward camping gear from one of a dozen distributors.

Why?

Because it is our job to smooth out bumps in the road of your gun bash, not be the source of them.



Making the Most of a Gun Bash

The essence of a gun bash is this: Sell as many tickets to the event as you can, covering the cost of the guns, the food, and drinks. This means that the less that the guns cost you, the event host, the bigger the profit.

Once at the event, you have people walking around with table gun tickets. Anyone can see that what is most desirable to an avid deer hunter does not appeal to a grandmother looking to concealed carry, or a young man looking to make a tin can dance with a black rifle. Having one or the other or the last would make any one of the three buy tickets.

Having all three on the same ticket to choose from makes all three fight for the opportunity to win the perfect gun.

Less expensive here also helps, but what moves people to buy guns are variety and quality.

Quality is something most people can spot, and other stores may be able to help you out with quality. Or maybe they can do variety? But quality and variety at the same time is beyond the reach except for the most affluent store.

We at Anthony Arms can even provide a service for your event where if a gun has already been won, we

can special order another for a table gun winner to be picked up at the store! Add to this that if nothing appeals to a winner, we will give them store credit for the firearm they won, and they can order anything they desire. In effect, we never run out of the guns people want!

Add in our experience, our staff – dedicated to gun bashes – our specialized equipment and our ability to create opportunity for your ticket holders is what we bring to the table.

You have our permission to take credit for negotiating this service for your event attendees. Believe me; they will thank you for it.



Have you thought about coming down to Anthony Arms for a party or afternoon?

Not Convinced? Come and See Us

Come in, look around, and ask questions. We are here to help you be a success.

Just ask for Dan

Dan@AnthonyArms.com

2980-A Lebanon Church Rd
West Mifflin, PA. 15135
Mon-Fri 10a-8pm

Sat-Sun 10a-6pm

412-469-9992

We are here to pave your way to success.



For those that risk everything to service our communities, at Anthony Arms we are determined to help.



ANTHONY ARMS

2980-A
Lebanon Church Rd.
W. Mifflin, PA 15135

PHONE:
(412) 469-9992

FAX:
(412) 469-9994

E-MAIL:
Dan@AnthonyArms.com

The Gun Bash FAQ



We're on the Web!
See us at:
www.anthonyarms.com

The Never Ending Quest for Funding

We at Anthony Arms understand that you are up against the greatest odds.

Every day you are faced with doing as much as possible with as little as possible. Every day is a struggle against threats to the community, yes, but also against the ever-

present specter of funding.

Let us help.

Cash bashes allow winners to walk home with useful but flavorless money. But gun bashes allow winners to walk away with a dream. That's where we come in.

Let Anthony Arms put our spectacular assortment of firearms at your disposal. Invite our gun bash team to your next fundraiser and let us put our practiced processes to work for you.

Courteous, professional, and prepared, the sooner you call, the more money you can raise.

We're Doing Gun Bashes Differently: We Treat Your Charity as Our Own!

Bashes are headaches enough. With food issues, drink questions, ticket complications, and location problems who needs even one more breathless volunteer running up with yet another emergency?

That's why Anthony Arms and our dedicated gun bash team is so invaluable. Not for the problems that we can solve, but because of the streamlining that we have done to make sure they never arise.

We are dedicated to your event, and look to maximize your profits while being as seamless and effortless as possible to deal with.

That's our promise.

About Our Organization..

For more than 10 years, **Anthony Arms** has been recognized throughout western Pennsylvania for our huge firearm selection and knowledgeable staff.

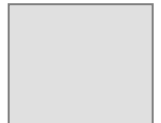
We have access to a dozen distributors which equates to thousands of makes and models of firearms.

Let us put our experience at your disposal. We are open 7 days a week, please stop in or give us a call.

Dan@AnthonyArms.com



ANTHONY ARMS
2980A Lebanon Church Rd.
West Mifflin, PA 15135



Attention: Fundraising /Gun Bash Committee

