



Bethany Beathard

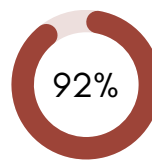
Content Creator, Freelance Writer,
Speaker

ABOUT ME

I am an outdoor writer and content creator passionate about conservation, hunting heritage, and authentic storytelling. Raised on 55 acres in rural Oklahoma, I grew up in a family that instilled a deep appreciation for the outdoors and the traditions that come with it. As a military wife and homeschooling mother of five, I understand the importance of family, faith, and preserving the outdoor lifestyle for future generations. I have contributed to several outdoor publications and have spoken at events focused on empowering women in the outdoors and supporting hunting heritage initiatives. Through my content, I strive to create authentic, relatable lifestyle stories that resonate with the everyday outdoor woman while also encouraging greater diversity and representation within the outdoor community.

SIGNATURE TOPICS

- ✓ Hunting- Sportswomen
- ✓ Diversity Outdoors
- ✓ Hunting Heritage
- ✓ Gear Reviews
- ✓ Homesteading/ Food Preservation
- ✓ Homeschool
- ✓ Motherhood



USA
Audience



70% Female
Audience

5.6K
Followers



193K

Instagram Reach

15.5K
TikTok Followers



109K

Facebook Reach

90K
LinkedIn reach

1.9K

YouTube subscribers
channels combined

209K

YouTube Views

FEEDBACK

"Working with Bethany has been an absolute pleasure. Her work is on time, well-researched and provides a unique perspective that drives traffic and reach to the topics we assign her. We have readers asking us for more from Bethany regularly."

-Kevin Paulson, HuntingLife

"Bethany has shown strength in her ethnicity, faith, and advocacy for involving our youth in the outdoors to keep our traditions and heritage alive! In doing so, she represents the goals of this brand not only for morality, but in helping to promote our women's exclusive outdoor apparel line, DSG Outerwear."

-Rachelle Hedrick, DSG Outerwear

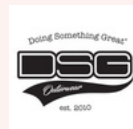
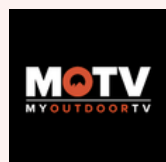
"Bethany is a fantastic writer—one of my favorites. Her product testing is thorough and involved, her copy is clean and engaging, and her photography is professional-grade. Not only that, but she's a joy to work with. She communicates well, never misses a deadline, and is always eager to help out where needed."

-Amanda Oliver, Executive Editor of Commerce at Field & Stream

Sponsorship



BRAND'S & ORGANIZATIONS I'VE WORKED WITH



COLLABORATION PACKAGES

ARTICLES

- Article Feature
- Gear Review
- Destination Feature

SOCIAL MEDIA POSTING

- Static Post
- Reel/Video
- Story Post

*Everything is crossposted to all my socials

QUARTER PARTNERSHIP/SHORT CAMPAIGN

3 month period, delivers per month:

- 3 Static Post
- 1 Reel/Short Video
- 4 Stories

Quarterly: 1 minimum Youtube Video with Brand as Title sponsor with Commercial style plug

ANNUAL SPONSORSHIP

*Gear Provided, Brand exclusive contract, Premium exposure

- Full Gear Review Article(s) and Priority mentions in written publications, when applicable.
- Full Gear Review YouTube Video(s)
- Social Media Features (posts, reels, stories-monthly) or custom deliverables
- Appearance(s) at events/tradeshows

Customizable Sponsorship packages- Negotiable

SPEAKING ENGAGEMENT - Negotiable



Please feel free to reach out for any questions.

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Amanda Oliver, Executive Editor of Commerce at Field & Stream

Get in Touch!

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