

PRESERVING FREEDOM

under adversity

2022



**COMMUNITY
REPORT**



TABLE OF CONTENTS

INTRODUCTION

- 03 A MESSAGE FROM TONY McKNIGHT
- 04 A MESSAGE FROM SHERRIE McKNIGHT
- 05 MISSION, VALUES, VISION
- 06 WHO WE ARE
- 07 2022's TOP BRASS

PROGRAMS

- 09 HOW WE SUPPORT
- 10 THE DIFFERENCE WE MAKE
- 13 HOW WE INFORM
- 15 HOW WE GROW

THE FUTURE

- 17 THE BEST IS YET TO COME
- 18 OUR CHALLENGE
- 20 ONWARD TO VICTORY

A MESSAGE FROM TONY McKNIGHT

CHIEF EXECUTIVE OFFICER, BIG DADDY BRANDS

To all our Members and Customers,

First, I would like to express my gratitude and thanks to every member who has supported our mission this past year, whether through a membership or a product purchase. I know that you do not keep your membership just for the convenience of shopping with us, but to help us in expanding the Second Amendment movement and for that, I am incredibly grateful.

The reality is that “big” just isn’t big enough. We keep telling you we’re getting bigger and that’s no lie. This year we were proud to launch a new and improved website that increases the user experience tremendously. I would like to congratulate our team on a job well done with the new site. It has laid the foundation to provide even more for our customers in 2023.

In 2023, I see three “bigger” things happening: new products, new stores, and new member benefits.

The industry at large only really experiences minor incremental changes. Our team always seeks to push the envelope and provide you with the biggest selection and newest products available.

For example, one of the things you will hear about soon has been in research and development for the last year; we think we have found an exciting new niche and are working around the clock to make it readily accessible as soon as possible.

Big Daddy isn’t going anywhere and everyone knows that we just won’t quit. As I learned a long time ago, the only way to fail is to give up. Although 2022 presented many challenges, it was not anything that we were not equipped to handle. Not to mention, it makes our successes that much sweeter.

I can even tell you that our case against the ATF on behalf of the Wide Open Trigger and the Graves Alamo-15 is still open and in full force. They, like bureaucrats always do, are slow rolling this as long as possible, but that does not mean we are resting on our laurels. The fight goes on!

This past year, we have constantly been identifying new industry partners and working to increase selection for you to shop from and enjoy. More partners, more products, and more distributors only mean new items, more availability and better prices for you.

We’re still going to be doing the same shit. We’ll just be in a much better position to scale up and branch out our operation. Now it’s going to be even more bold and in the open.

Watch out,



A MESSAGE FROM SHERRIE McKNIGHT

CHIEF EVANGELIST, BIG DADDY BRANDS

Dear Patriotic Americans and Defenders of the Second Amendment,

First, to echo Tony's words, thank you to our loyal members and customers who have contributed to our success nine years and counting. Our mission would be impossible without your continued faith and support. The two of us are grateful to wake up every day in America, go into work, and find ways to serve our vision, our team, our members, and our customers.

To our team, each of you has shown that the Spirit of Excellence is engrained in the work you do and how you do it each and every day. Your service to our customers is unmatched and I believe it is what sets us apart from other companies in the firearms industry. Thank you for embodying our company values, staying focused, and staying committed, especially during 2022!

I've got many sayings that I live by, but one stands out in particular when reflecting on 2022, "You've got to show up, to go up." The Big Daddy Brand did just that at every turn and in the face of every challenge.

My first time holding a gun was on December 31st, 2012 at Harry Beckwith Guns & Range with our instructor Ryan Felton. Tony and I signed up for a CCW class because we heard calls for gun control measures in Congress and decided that it was time to get educated and learn to actively protect and defend ourselves. I knew nothing about guns, but I knew I loved the freedom we have in America, thanks to our US Constitution, so that was enough to convince me that the time was NOW! I was a wreck that day as it was my first time at an indoor gun range. The constant popping of rounds being fired constantly made me a bit of a basket case as I tried to accomplish the tasks at hand so that I could pass the class and apply for my permit. Not only did I have to fire the weapon but in order to do so I had to rack the slide and that was something I just wasn't able to do effectively. Ryan was great. He saw my frustration and handed me a revolver and I got the requirements done.

However, when push came to shove, I knew that I needed to pass this class! Mostly because Tony would have laughed at me if I failed, but more so because I needed to protect myself. I was so happy when I exited the range and saw Tony! I greeted him with a big smile and said I DID IT! I overcame adversity knowing I had the duty to freedom. Our organization is run by the same philosophy; we need to succeed in order to help preserve freedom!

The Second Amendment is the ultimate freedom we have. The only way that we can live to fight another day is by having the right to keep and bear arms.

That is why we sprang into action when we found out there was an opposition group in Morgantown, WV looking to cancel our store. We recognized their right to free speech, but we weren't going to give them an inch. Give an inch, they take a mile.

We planted our flag and took the fight to its centerpoint. An anti-freedom, anti-business, and anti-2A opposition did not stop us from creating lasting relationships in their town and defending our right to be there.

The Big Daddy Team will never run away from fights like these. We are here to defend the Second Amendment on every front and aid others on that same front. Onward to victory!

In Service to our Constitution,



MISSION

We educate, motivate, and activate Americans to join the Second Amendment movement.

VALUES

We believe Teamwork makes the Dream Work.
We believe in the Spirit of Excellence.
We believe in putting our Team, Members, & Customers First.

VISION

Normalize and destigmatize the gun-buying process.

WHO WE ARE



In its ninth year of operation, the Big Daddy Brand has been extremely fortunate to develop into a platform that serves nearly 500,000 customers across the nation and hosts a community-centered retail presence in five locations across the southeast. The purpose of our operation is the same today as it was when our doors first opened in 2013: ensure that Americans have access to their God-given rights enshrined in the Second Amendment by supplying guns, gear, and ammo at prices they can live with.

Since its inception, the Big Daddy Brand has fundamentally revolutionized how a retailer should approach the firearms industry. Co-founders, Tony and Sherrie McKnight, started as atypical customers of the firearms industry and have grown to lead one of the largest organizations in the industry. At the start of this passion project, the couple had little firearms experience, but they knew our rights needed to be secured and they knew they needed to create an outlet to make the Second Amendment more accessible for every freedom-loving American.

Too many organizations enter the industry to sell firearms rather than advance our Second Amendment rights. The Big Daddy Brand lives by its hardline stance of “mission over money.”

We have selected “preserving freedom under adversity” as our defining statement for 2022. While our Second Amendment is under attack by our government and anti-gun activists, we have stood resolute on our values and principles. Additionally, we see this as a battle cry for the industry to unite in support of our common goal, liberty.

We see each member and customer as a stakeholder in our operation. Each of you, through your regular purchases, monthly memberships, and donations to our non-profit, fuels our fight for the Second Amendment.

In our efforts to educate, motivate, and activate Americans to join the Second Amendment movement, we consider innovation and community to be at the forefront of how we achieve that.

This year we are grateful for the several opportunities we have had to support worthy causes important to our organization, act as an education vessel for our community, innovate and create a better and more valuable experience for our members, and continue expanding access to the Second Amendment.

CELEBRATING

9

YEARS OF SERVICE



Where Big Daddy Guns started in 2013

2022's TOP BRASS

1

POWERED BY GRAVES (PBG) ALAMO-15

2

TAC-CON 3MR ASSISTED RESET TRIGGER

3

WIDE OPEN TRIGGER

4

SUREFIRE X300U-B ULTRA FLASHLIGHT

5

SUREFIRE X300 WEAPONLIGHT

6

TRIJICON RMR TYPE 2

7

ISRAELI DEFENSE FORCE (IDF) GALIL

8

PMC X-TAC 5.56 NATO AMMUNITION

9

MAGPUL PMAG MOE .223

10

ARMSCOR PRECISION .22LR AMMUNITION

HOW WE SUPPORT

Advocating for the Second Amendment exceeds supporting pro-2A candidates or fighting against bad policy. The Big Daddy Brand supports organizations inside and outside of the firearms industry because we believe in a number of causes and seek to create a 2A sphere of influence in those causes as well.

130
AGC TRAINEES

\$54,236
IN COMMUNITY DONATIONS

540
SUPPORTED
CONTENT CREATORS

68
TOYS FOR TOTS

2
BRAND NEW AGC
CLASSES LAUNCHED

PROVIDED
HURRICANE
IAN RELIEF

Alachua County, FL Sheriff's Office

Alliance for Responsible Government

American Gun Coalition

Big Red Barn Retreat

Countryside Baptist Beast Feast

DC Project - Women for Gun Rights

Echols County Sheriff's Office

First Baptist Church of Valdosta

Florida Association of School Resource
Officers

Guns and Boxing

Gun Owners of America

Honoring the Father Ministries

John Birch Society

Lakeland, GA Police Department

Little River Sportman's Association

Meadowbrook Church

Monongalia County, WV Deputy Sheriff's
Association

National Association of School Resource
Officers

NSSF - The Firearm Industry Trade
Association

National Rifle Association

Pew Party

Competitive Shooter -
Denny Chapman

Competitive Shooter -
Diego Reyna

Competitive Shooter -
Martin Reyna

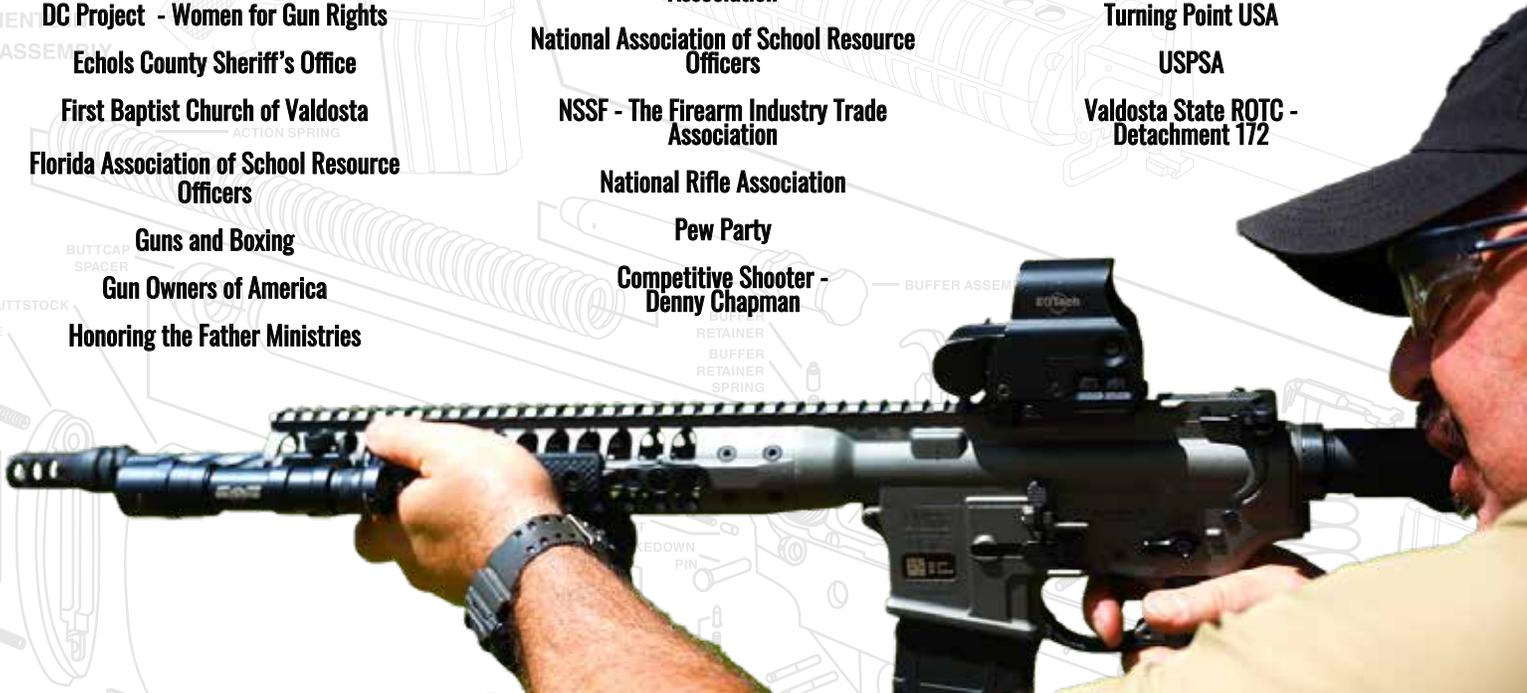
Tallahassee Classical School

Toys for Tots

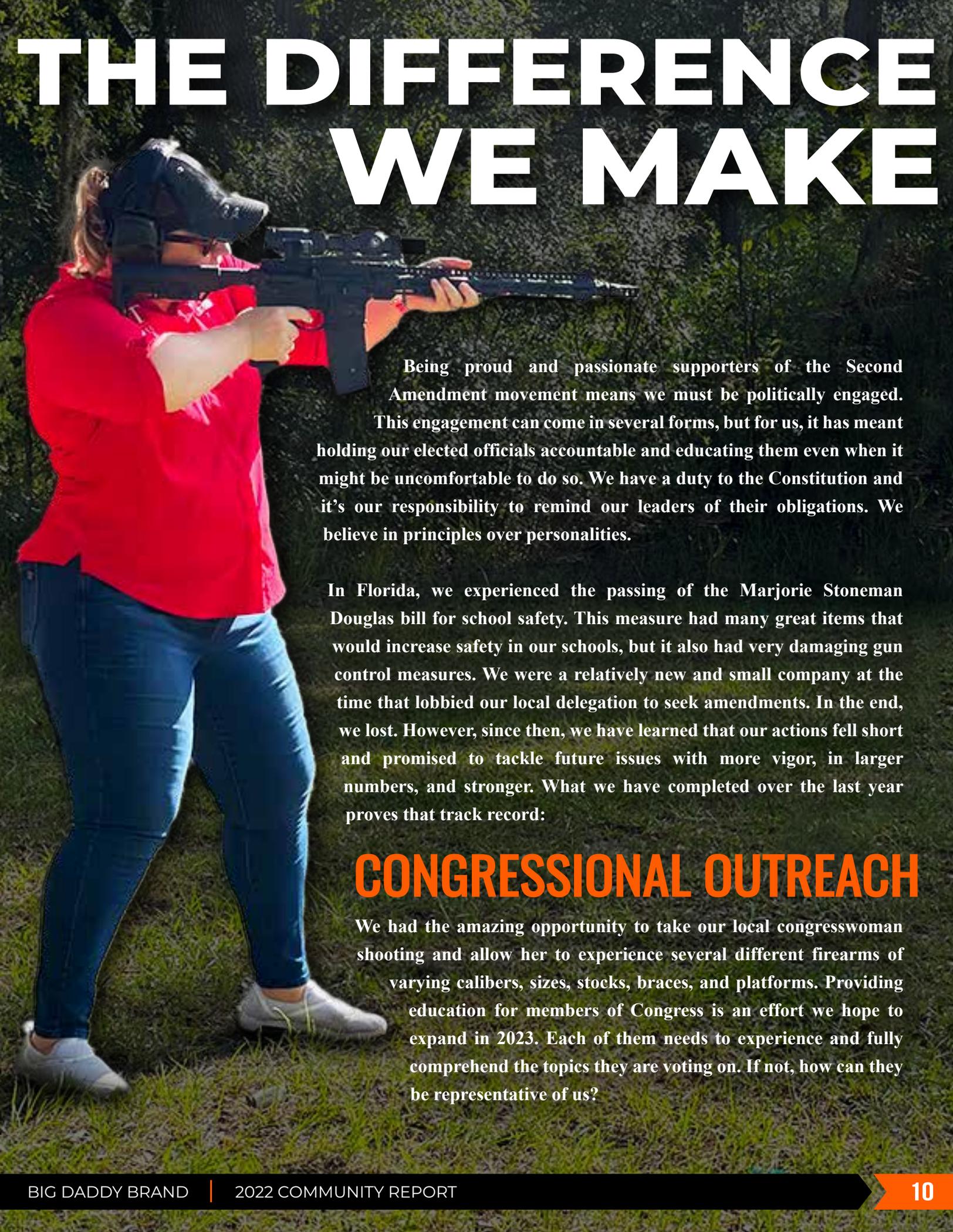
Turning Point USA

USPSA

Valdosta State ROTC -
Detachment 172



THE DIFFERENCE WE MAKE



Being proud and passionate supporters of the Second Amendment movement means we must be politically engaged.

This engagement can come in several forms, but for us, it has meant holding our elected officials accountable and educating them even when it might be uncomfortable to do so. We have a duty to the Constitution and it's our responsibility to remind our leaders of their obligations. We believe in principles over personalities.

In Florida, we experienced the passing of the Marjorie Stoneman Douglas bill for school safety. This measure had many great items that would increase safety in our schools, but it also had very damaging gun control measures. We were a relatively new and small company at the time that lobbied our local delegation to seek amendments. In the end, we lost. However, since then, we have learned that our actions fell short and promised to tackle future issues with more vigor, in larger numbers, and stronger. What we have completed over the last year proves that track record:

CONGRESSIONAL OUTREACH

We had the amazing opportunity to take our local congresswoman shooting and allow her to experience several different firearms of varying calibers, sizes, stocks, braces, and platforms. Providing education for members of Congress is an effort we hope to expand in 2023. Each of them needs to experience and fully comprehend the topics they are voting on. If not, how can they be representative of us?



OPPOSE GUN FREE ZONES

In a bold move, we opposed a measure by a local Republican Executive Committee that prevented law-abiding Americans from being able to carry firearms to a fundraising event on public property. In our choice to attend, we informed the other attendees who asked about the infringement on our Second Amendment rights and why this particular location was different from other venues where politicians typically speak at events and metal detectors might be present. We even placed an ad in their program to express our displeasure with the asinine policy.

See our ad on the next page!

RALLY IN TALLAHASSEE

Near the start of the year, we made our voices heard in Tallahassee, FL and rallied to tell our representatives that we need Constitutional Carry in Florida. 25 other states are afforded this opportunity and there is no reason that the “Gunshine State” should not be included. In our effort to advance “shall not be infringed,” we made our presence known and intend to do so until this critical measure passes.

BIG DADDY UNLIMITED VEHEMENTLY OPPOSES GUN FREE ZONES AND THE DISMANTLING OF OUR SECOND AMENDMENT

This ad space was purchased **PRIOR** to
this **INFRINGEMENT** on our right to defend ourselves.





IT'S MORE THAN A MEMBERSHIP.



Home » Intel » How We Inform

2A IN AMERICA

How We Inform

BY BIG DADDY UNLIMITED – JANUARY 1, 2023 – UPDATED: JANUARY 1, 2023

- Facebook
- Twitter
- LinkedIn
- Email



Understanding that we have a role to play as stewards of the industry, our brand is continuously seeking new ways to inform our audience about pertinent information in the industry, educational tools on products and safety, opinion editorials, and more.

This past year we introduced Intel.BDU, a news source dedicated to everything Second Amendment and firearms related. This resource is publicly available and features content that is diverse to meet the needs of our audience. Intel serves as a great communication platform for us and it is one of the many attributes that set us apart from the industry.

One such example was our inclusion of NSSF's GunVote which aided our readers in finding their polling places and understanding which politicians would serve their best interests.

As we grow, we have every intention of growing the platform as well. In the past year, we were fortunate enough to have "The Gun Writer" himself, Lee Williams, become a contributor on the website and spread the Second Amendment message even further.

Intel also utilizes our in-house talent to create engaging content to excite both the firearms aficionado and the political junkie. We hold the strong opinion that the Second Amendment is not exclusive to only the tacticians, so we needed to create a platform that could serve everyone.

Intel.BDU was created for the express purpose of reaching our audience where they are. Not everyone has the time to read every email in their inbox, find our channel on YouTube, or keep in tune with our social media. Intel.BDU provides a one-stop place to discover all of that content and stay informed with the latest information.

With more contributors on the way in 2023, we are excited to see how we can make this even better for you.

EDITORS PICKS



ATF Targets Gun Owners With Secret Gun Control

MARCH 29, 2022



Must-See, Viral Moments With The ALAMO-15 AR Trigger

MARCH 25, 2022



ATF Compiling Secret Firearm Registry Targeting Law-Abiding Gun Owners

MARCH 10, 2022



The Top Five WORST Gun Myths

JANUARY 25, 2022

TOP REVIEWS



1 WATCH: Is the Trijicon SRO Your Next Optic?

BY DENNY CHAPMAN



2 WATCH: The BDU Team Introduces Electronic Sights

BY BIG DADDY UNLIMITED



AMERICAN GUN
COALITION

INTRODUCED
TASER
CERTIFICATION
CLASS



HOW WE GROW



3886 Bemiss Rd Suite B, Valdosta, GA 31605



WE'LL BE BACK, MORGANTOWN

One of the best features of Big Daddy Unlimited is that you can always expect us to get bigger. We have a saying “The only constant at BDU is change.” We work hard every day to build a product and service that is constantly getting better. Last year was no different, and here’s how we did it:

MORGANTOWN, WV

For the first time since inception, Big Daddy Guns was challenged last year. A small opposition group in Morgantown, WV opposed our store being built in their “inclusive” town. Although our lease was regrettably terminated, we had every intention of fulfilling our lease.

The opposition was most likely part of a grander scheme to destroy your right to keep and bear arms. Similar zoning schemes have been seen in Chicago, Texas, and other areas to prevent firearms retailers from opening.

While this may be a sickening loss for the Second Amendment, it is merely a battle. We have a war to win and intend on doing so. Morgantown, we will see you soon.

LAUNCHED THREE NEW STORES

Regardless of Morgantown, WV, the Big Daddy Brand is about normalizing and destigmatizing the gun-buying process. We can only achieve that by making firearms as accessible as possible for Americans! We do this by launching more retail locations in the heart of urban centers. We proudly opened three new locations this year and expanded outside of Florida. Our team now operates in Georgia and South Carolina.

INTRODUCED THE GRAVES TRIGGER

We were given the wonderful opportunity to work with longtime firearms industry proprietor and inventor, Thomas Allen Graves, and aid him in his efforts to bring a reset trigger to the market. With a high demand due to the actions of the ATF, Graves wanted to fulfill the need and aid the everyday American in owning the tools they need and want for their firearms. We were proud to be a part of the mission and help launch a superior and innovative device.

LAUNCHED A BRAND NEW WEBSITE

One of the hallmark achievements of 2022 was enhancing the image of our brand through our new website. One of our company’s core tenants is members first, and we knew that we fell short of giving them the experience they deserved on the old platform. Our team painstakingly developed the new website to provide our customers with a revolutionary user experience that leads the firearms industry. This new platform allows for tremendous expandability and growth, all of which will greatly benefit our customers.

THE BEST IS YET TO COME

Our team looks forward to taking the challenges of 2022 and forming them into the strengths of 2023. In the current administration, the fight for our rights will become increasingly difficult, but we remain confident in our efforts to preserve freedom at every turn. The reality is, the Second Amendment represents freedom. If we fall short in our mission, freedom falls short.



CONSTITUTIONAL CARRY IN FL

We are taking the fight to the Florida Legislature. Affectionately known as the “Gunshine State” it’s about time we prove it and secure the same right that 25 other states have.

Asking permission to carry a firearm for personal protection is unacceptable. It’s time we allow vulnerable communities to protect themselves.



EXPANSION

Successfully distributing the Graves Alamo-15, launching three new locations, and expanding our customer base are all accomplishments of 2022.

That energy and excitement for growth is only expanding and blooming.

In 2023, we will add even more value to the membership, innovate products for tomorrow, open locations in more states, and host an industry event at our headquarters in Gainesville, FL.



2A DEFENDERS INITIATIVE

Our stores are always looking for unique ways to join the communities they serve.

This initiative will be a Big Daddy Guns program working to highlight community members who respect and support our Second Amendment.

We look forward to launching this in January 2023.



GET PREPPED

We need to make owning and carrying a firearm more accessible for unconventional purchasing groups.

To do this, we aim to train 500 students in AGC programs and add several new classes to our curriculum including a campus safety class, basic marksmanship, and a women’s carry class.



DONATIONS

Coming soon, when you make a purchase at Big Daddy Unlimited, you will have the opportunity to support the Second Amendment causes you love by rounding up your total.

As a thank you for your support, we are working on incentives, giveaways, and drawings to support the work of crucial 2A organizations.



CONGRESSIONAL DELEGATION

It’s time to stop saying “assault weapon” and it’s time to put down the shotgun.

On both sides of the aisle, our elected officials are largely uneducated on firearms and the Second Amendment.

We want any and all elected officials who want to better their understanding to join us at our range regardless of party.



RELATIONSHIPS

Our team has connected with hundreds of reporters, influencers, and industry leaders this year.

As we aim to be the premier firearms retailer in the country, we seek to garner new relationships in and out of the industry to educate, motivate, and activate Americans about the Second Amendment.



SUPPORT VETS

Our service men and women are our nation’s first defense for liberty and freedom. It is our responsibility to honor their sacrifice to our country.

We intend to annually support our veterans through fundraising, special promotions, and events and partner with organizations making a difference.



FUNDRAISE FOR AGC

American Gun Coalition provides training for many underserved groups and first-time shooters. We aim to expand our mission in the new year to include a growing portfolio of classes, more availability, and a student sponsorship program.

The newest non-profit in support of the Second Amendment is ready to rapidly grow and meet the ever-changing needs of the movement at large.



OUR CHALLENGE

It's atypical for a private corporation to share a community report; these are typically reserved for non-profits to share with their donors the accomplishments of the previous year. However, the Big Daddy Brand holds itself to a higher standard in its effort to become the premier firearms retailer in the country.

WHAT DOES THAT MEAN?

We want to set the standard for the industry to follow in terms of the work we do on behalf of the Second Amendment. We are not your typical firearms retailer just looking to make a profit on the items we sell. We are trying to support our mission of educating, motivating, and activating Americans for the Second Amendment.

Whether it is creating educational content, informing the public about hot button issues in the movement, creating competitive pricing, innovating products, or donating to our community, the Big Daddy Brand looks to challenge what a firearms retailer should be and push the boundaries of our influence on the industry.

Our industry faces enough trials and tribulations from external forces like activist bureaucrats, regulatory agencies, and anti-freedom opposition groups.

HOW CAN YOU HELP?

As we go into 2023, the threats and infringements to our rights are only going to increase especially under the current administration; it is our duty, on behalf of our supporters, to band together to support the ideals we share. The Second Amendment is a unique feature of our country; let's ensure its preservation.

Matthew 12:25 reads: "But Jesus knew their thoughts, and said to them: 'Every kingdom divided against itself is brought to desolation, and every city or house divided against itself will not stand.'"

Our industry has strength in numbers and the Big Daddy Brand is calling on our colleagues to join together for the greater good.

We are excited for all of the up-and-comers and those well-established in the industry because your success is our success. We would love to see the positive work you complete throughout the year on behalf of your communities and the movement, and even support some of those same causes.

ON TARGET



onward to victory.

Every day is a new day for the Big Daddy Brand. We face challenges, we adapt, and we overcome. In our effort to perform with the spirit of excellence, we aim to reach new heights with every initiative we pursue.

We look forward to everything that 2023 has to offer and can't wait to approach its unique challenges with grace under pressure.

We know the challenges we face. The opposition wants a complete dismantling of the Second Amendment. They want to see the industry crippled and for the mom-and-pop stores to close out of fear. They want their propaganda to place immense pressure on the industry.

The Big Daddy Brand has learned how to play the game, and we are up for the challenge. Are you?

here's to the future.

Meet Martin Reyna, a 9-year-old shooting prodigy, sponsored by Big Daddy Unlimited, who won the IPSC President's Medal as the youngest competitor at the event and finished 1st Place in the Super Junior Division.





BIG DADDY UNLIMITED

REVOLUTIONARY REAL ESTATE

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