



# 2017 Washington Fly Fishing Fair Sponsorship Opportunities



What is the Washington Fly Fishing Fair?

The annual WA Fly Fishing Fair is one of the premier fly fishing events held in Washington. 2017 marks the 11th anniversary of the event. The Fly Fishing Fair is a two day fly fishing education event that attracts fly fishing enthusiasts and new-comers from around the northwest. The Fair is designed to be a major educational opportunity for anyone interested in fly fishing. Proceeds from the event provide the annual funding for WSCIFFF operations and help support our education and fly-fishing related conservation efforts in Washington.

The Fly Fishing Fair attracts up to 700 attendees from around the Northwest. Many attendees are IFFF members, however, the general public is invited and encouraged to attend. The 2 day event offers workshops, seminars, and demonstrations in fly tying, fly casting, fly fishing tactics, aquatic entomology, fly rod building, angling ethics, water safety, and many related topics. Also offered are youth clinics, conservation and education forums and much more. In addition to scheduled activities, a major feature of the show is the exhibit hall where outfitter, retailers, and other fly fishing related companies offer exhibits and sales of their products.

The 2017 event will held May 5th and 6th (The first Friday & Saturday of May)

Who is the Washington State Council of the International Federation of Fly Fishers?

Organizational Information:

The International Federation of Fly Fishers (formally Federation of Fly Fishers) is a 501(c)3 non-profit who has been a leader in advocating for fly fishing in North America since 1965. We are a membership organization dedicated to conserving, restoring, and educating through fly fishing. The Washington State Council of the IFFF is one of 17 Councils of the IFFF.

The WSCIFFF currently has almost 900 individual members and 17 charter and affiliate fly fishing clubs. These members are dedicated volunteers who teach fly fishing, fly casting, fly tying, and undertake conservation projects in their communities. All of the work of the WSCIFFF begins and ends with fly fishing, making us the only organization advocating for fly fishing specifically.

Our Work:

Based on our mission of Conserving, Restoring, and Educating through Fly Fishing, the WSCIFFF:

- Expands public awareness of important aquatic issues through grassroots action
- Instills a sense of responsibility and ethic of conservation in youth by introducing them to outdoor recreation
- Protects threatened waters for the benefit of future generations
- Improves individual's fly fishing skills and knowledge
- Protects the history and tradition of this centuries old sport
- Enhances the ability of fly fishing educators and professionals to teach the sport and its ethics

How to support the Council? There two ways to support the work of the Council.

One is through donations of new or like new items to be used in the Raffle, Silent Auction and/or Live Auction. The raffle and silent auction will be held throughout the event and the live auction will be held on Friday evening.

In addition you can become a sponsor of the event. This document outlines the levels of sponsorship.

## Why Sponsor?

Attendees include many of the most influential and recognizable fly fishing practitioners in the NW and the average attendee represents an attractive demographic. One of the best ways to build relationships with this coveted group is becoming an event sponsor.

General sponsors help to ensure that the WA Fly Fishing Fair is memorable for attendees and a profitable fundraiser for the Washington State Council. All sponsors receive great publicity from the WSCIFFF including special signage, verbal recognition of their contributions during Fair activities, recognition in programs and other handouts, advance publicity as appropriate, and other opportunities listed below.

Sponsorship offers a great opportunity to develop unique relationships with IFFF members and the fly fishing community. Most importantly, it is an opportunity to demonstrate your commitment to growth in the sport of fly fishing and to the IFFF's unique conservation efforts. To sponsor an event contact the WSC Director, Larry Gibbs at 253-863-4910 or flytier015@q.com.

## Sponsorship Opportunities and Benefits

**Fly Fishing Fair Sponsor** \$1,000 or \$1,100 (Maximum of 4 sponsors) Value of \$1,750 or \$1,900

Full page advertisement in Fair program (\$650)

Or full page Rear Cover in Fair Program (\$800) (Only one of these)

Advertisement on Council Website for one year (\$500)

Advertisement in WSCIFFF newsletter for one year (\$250)

Free booth space at Fair, subject to availability (\$150)

Up to 3 page insert in registration package (\$75)

Prominent signage and recognition throughout the event (\$25)

4 Tickets to Awards Banquet (\$140)

Mention in all advertising efforts when possible

**Awards Banquet and Annual Meeting Sponsor** \$500 (Maximum of two sponsors) Value of \$640

1/4 page advertisement in Fair program (\$175)

Advertisement on Council Website for 6 months (\$250)

Up to 2-page insert in registration package (\$50)

Prominent signage and recognition during the Fly Fishing Fair (\$25)

4 Tickets to Awards Banquet (\$140)

**Youth Tying on Saturday** \$200 (Up to 1 sponsors at this amount) (Value of \$320)

Up to one page insert in registration package (\$25)

Advertisement on Council Website for 3 months (\$125)

Business card size advertisement in Fair program (\$75)

Signage during entire event (\$25)

2 Tickets to Awards Banquet (\$70)

**Seminar Room Sponsor** \$200 (Up to 2 sponsors at this level) (Value of \$320)

Up to one page insert in registration package (\$25)

Advertisement on Council Website for 3 months (\$125)

Business card size advertisement in Fair program (\$75)

Signage during entire event (\$25)

2 Tickets to Awards Banquet (\$70)

**Fly Tier's Sponsor** \$200 (Up to 10 sponsors at this level) (Value of \$320)

Up to one page insert in registration package (\$25)

Advertisement on Council Website for 3 months (\$125)

Business card size advertisement in Fair program (\$75)

Signage during entire event (\$25)

2 Tickets to Awards Banquet (\$70)

**Contact WSCIFFF Director Larry Gibbs at 253-863-4910 (H) or 253-820-0475 (C) or flytier015@Q.com to sign up as a sponsor.**