



RECREATIONAL
BOATING & FISHING
FOUNDATION



**STATE MARKETING WORKSHOP
SPONSORSHIP OPPORTUNITIES**

**DECEMBER 4-6, 2012
DALLAS, TEXAS**



RBFF State Marketing Workshop

The Recreational Boating & Fishing Foundation (RBFF) would like to extend an invitation to you to support our upcoming State Marketing Workshop. The event will be held at the Hilton Anatole in Dallas, Texas from Tuesday, December 4 to Thursday, December 6. We hope to be able to add you to our list of supporters in 2012!

WHO ATTENDS?

This annual Workshop, in its sixth year, brings together over 100 representatives from state fish and wildlife agencies, the Association of Fish & Wildlife Agencies (AFWA), RBFF and the U.S. Fish & Wildlife Service (USFWS) to learn more about how to implement integrated marketing efforts to increase fishing license sales and boat registrations. It is the premier event to engage in discussions on current research and trends, new recruitment and retention strategies. This year there will be a heightened emphasis on customer engagement and customer service.

HIGHLIGHTS

The Workshop is the forum where RBFF shares the results and lessons learned from the 2012 Fishing License and Boat Registration Marketing Programs and recommends new marketing strategies for 2013. Importantly, state agencies will also present examples of innovative marketing strategies and engage in peer-to-peer discussions that will help inform the future direction of their programs engagement.

LOCATION

This year, the conference is centrally located in Dallas to draw participants from across the nation. At the Hilton Anatole, you are minutes from all that downtown Dallas has to offer.

WHY SPONSOR?

This unique meeting presents an opportunity to support the mission of RBFF while gaining access to influential state marketing personnel. As a sponsor of the Workshop, your company's name will be in the forefront of the minds of our state participants as a supporting partner to them in their mission to increase participation in recreational angling and boating. Use the State Marketing Workshop as an opportunity to begin conversations, network and reinforce your brand awareness within the fishing and boating community.

Please review the enclosed information and sign up by **Monday, November 5th** to maximize your RBFF State Marketing Workshop sponsorship benefits.



RBFF State Marketing Workshop

WHY PARTICIPATE?

The Annual RBFF State Marketing Workshop offers:

- **EXPOSURE:** Enhance your brand awareness and maximize visibility in the fishing and boating community.
- **CONNECTIONS:** Expand your network of face-to-face contacts of leaders from North America's Fish and Wildlife Agencies and conservation groups.
- **ACCESS:** Reach the decision makers who need your products and services.

There are a number of sponsor opportunities to choose from with levels to best fit your needs and budget. **See page 3 for a detailed breakout.**

Presenting Sponsor - \$20,000: *Includes scheduled time on the agenda to speak to the assembled group at the Workshop; premiere positioning in the program book and inclusion on any printed Workshop-specific materials are part of the Presenting Sponsorship; and, a private dinner for up to 10 people with RBFF President & CEO Frank Peterson following the Networking Reception is also included.*

Refreshment Sponsor - \$12,500: *Expose attendees to your brand by providing coffee and snack breaks three times throughout the Workshop; includes verbal recognition prior to all breaks and scheduled time on the agenda to speak to the assembled group.*

Lunch or Dinner Sponsor - \$7,500: *Two chances to be formally recognized in front of the entire Workshop. In addition to being verbally recognized during your sponsored meal, there is the opportunity to either show a video or speak for 5-7 minutes before each meal.*

Welcome or Networking Reception Sponsor - \$5,000: *An informal opportunity for state and organization representatives to mix and mingle, and share ideas. Limited to two sponsors at this level, you will have the opportunity to make brief welcoming remarks to attendees.*

Participant Bag Sponsor - \$3,000: *Provide a branded bag containing Workshop materials and giveaways for each Workshop participant.*

Corporate Sponsor - \$1,500: *Show your support for the work of RBFF and our State Partners.*

In order to fulfill your sponsorship, please fill out the enclosed commitment form by **November 5th** to ensure timely confirmation information!

Questions? Call Rachel Auslander at (703) 519-9546 or email rauslander@rbff.org



RBFF State Marketing Workshop

SPONSOR OPPORTUNITIES

Sponsorship (Limit #)	Presenting Sponsor (1)	Refreshment Sponsor (2)	Lunch (1) or Dinner (1) Sponsor	Welcome (1) or Networking Reception (1) Sponsor	Participant Bag Sponsor (1)	Corporate Sponsor
Levels/Items	\$20,000	\$12,500	\$7,500	\$5,000	\$3,000	\$1,500
Logo to appear in slideshow of sponsors played during the Workshop	✓	✓	✓	✓	✓	✓
Acknowledgement in Workshop program book	Full page	Full page	Half page	Half page	Quarter page	Listing
Signage prominently displayed during the Workshop	Prominent placement	Around refreshment tables	During meal	During reception	Small signage near registration	
Recognition at opening session	✓	✓	✓	✓	✓	
May provide approved materials in Participant Bags	✓	✓	✓	✓	✓	
Formal opportunity to speak to the group at the Workshop	✓	✓	In conjunction with meals	In conjunction with reception		
Opportunity to set up a table with company-specific information at Workshop	✓	Half table	Materials on chairs at meal	Half table		
Logo on printed State Marketing Workshop materials	✓					
Opportunity for a private dinner for up to 10 people with RBFF President & CEO Frank Peterson	✓					



RBFF State Marketing Workshop

Acknowledgement Specs

In addition to your sponsor commitment form, please provide the following information via email to Rachel Auslander rauslander@rbff.org no later than **November 9th**:

- Full color logo; high resolution EPS or PDF file preferred
- Submit acknowledgement as high resolution PDF file or MS Word document for program book
 - No bleeds
 - Black and White

Acknowledgement Size	Width	Length
Full Page	5"	8"
Half Page	5"	4"
Quarter Page	2.5"	4"

Acknowledgements are not advertisements. They may include a sponsor's identity along with a statement of thanks, support or recognition of RBFF's efforts; or personal messages in keeping with the spirit of the event.

Acknowledgements may include a sponsor's:

- Logo
- Address
- Website
- Phone/fax numbers

Acknowledgements may not include:

- Products or services that a company provides
- Pricing information
- Qualitative or quantitative language
- Coupons
- Business hours
- How long a company has been in business
- Endorsements

Slogans or taglines may only be included in acknowledgements as part of the company's logo.



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SPONSORSHIP COMMITMENT FORM

DECEMBER 4-6, 2012

Company/Organization: _____

Contact Person Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

E-mail: _____

Yes, count on our participation at the following level:

Presenting Sponsor- \$20,000
(\$20,000 is tax-deductible)

Welcome Reception Sponsor- \$5,000
(\$5,000 is tax deductible)

Refreshment Sponsor- \$12,500
(\$12,500 is tax deductible)

Networking Reception Sponsor- \$5,000
(\$5,000 is tax-deductible)

Lunch Sponsor- \$7,500
(\$7,500 is tax deductible)

Participant Bag Sponsor- \$3,000
(\$3,000 is tax-deductible)

Dinner Sponsor- \$7,500
(\$7,500 is tax deductible)

Corporate Sponsor- \$1,500
(\$1,500 is tax-deductible)

We are unable to sponsor at these levels, but would like to donate \$_____ to the Recreational Boating & Fishing Foundation's mission.

Enclosed is a check payable to the **Recreational Boating & Fishing Foundation.**

Please invoice me for my 2012 State Marketing Workshop Sponsorship.

Payment to be received no later than December 1, 2012.

Please complete and return to:

Rachel Auslander • Recreational Boating & Fishing Foundation

500 Montgomery Street, Suite 300, Alexandria, VA 22314

Phone: (703) 519-9546 • Fax: (703) 519-9565 • rauslander@rbff.org