



Boise Valley Fly Fishers present

WESTERN IDAHO FLY FISHING EXPO 2022

EXPO IDAHO: JANUARY 7-8, 2022



Dear Friend of Fly Fishing,

Would you like your business to be seen by the thousands of people who will attend the **2020 Western Idaho Fly Fishing Expo**?

How about getting your business in front of the tens of thousands of people that will hear and see advertisements for the 2022 Expo in printed media, online, and on the radio?

The **Western Idaho Fly Fishing Expo** is an annual event organized by the **Boise Valley Fly Fishers**, a 200+ member, non-profit organization. In the past 15 years the event has brought in over \$75,000 that has been used to fulfill goals of enhancing access to public land, conservation and restoration of aquatic resources, and promoting fly fishing education. The event has grown over the years to be one of the premier shows in the Pacific Northwest and serves as a significant community education gathering for these mission goals.

These funds are also used to help support other like-minded organization. Donation recipients in 2019-21 include:

- *Idaho2Fly*, a male support group for survivors of cancer through fly fishing
- *Women Fly Fishers of Idaho*
- *Idaho Fish and Game*: Access improvements at Bent Lane, Star on the Boise River, Gravel Enhancement on Boise River
- *Oregon Department of Fish & Game* for fish habitat protection signs on the Owyhee River.
- *Casting for Recovery*, a female support group for survivors of breast cancer
- *Ted Trueblood Chapter of Trout Unlimited*: Contributing sponsor of TU Trout Camp 2019
- *Boise River Enhancement Network (BREN)*: Supporting a vibrant and cooperative plan for the Boise River future.

Much of the **Western Idaho Fly Fishing Expo's** success, and the **Boise Valley Fly Fishers** ability to lead the way on access, conservation, and community service efforts in the Treasure Valley, wouldn't be possible without the support of our sponsors. We encourage you to look over the following sponsorship options, and let us know how you would like to support the **17th Annual Western Idaho Fly Fishing Expo** and **Boise Valley Fly Fishers Auction**

Have questions or comments?

[Tom Old, 2022 Expo Chair](mailto:ExpoChair@BVFF.com)
ExpoChair@BVFF.com
208-440-1196



SPONSOR CONTRACT FORM

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Western Idaho Fly Fishing Expo
Expo Idaho
5610 Glenwood
Boise, ID

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Go to www.BVFFExpo.com for further information.

EXPO AND AUCTION SPONSORSHIP

Sponsorship supports two of Boise Valley Fly Fishers (BVFF) annual events: **2022 Western Idaho Fly Fishing Expo** and the **2022 BVFF Social & Auction**. There are four levels of sponsorship -- **Title, Gold, Silver, and Bronze**. Benefits for sponsorships include the following: (Benefits vary by sponsorship level).

Advertising:

Sponsors will be mentioned in all on-line, over-the-air, and print advertising for the two events.

- Social Media posts leading up to the events.
 - Facebook Ad campaign including all sponsor logos.
- Radio advertising leading up to the Western Idaho Fly Fishing Expo.
 - *100 commercials on 5 radio stations—approximately 805,000 impressions (see allocations below)*
- Digital Advertising
 - 150,000 impression display ad campaign (75,000 Expo centric and 75,000 sponsor centric)
- Company logo included on all banner ads and placed on the BVFF.com and BVFFExpo.com website for one year.
- Periodic sponsorship acknowledgement with public address system at the Western Idaho Fly Fishing Expo.

Expo Facility:

- 10' x 10' (Standard) Exhibitor space at the Western Idaho Fly Fishing Expo
- Banners placed in the Expo exhibit hall
(Maximum size 3' x 6'. Sponsor provides the banners)
- Casting time each day of the Expo on the one-hand rod and two-hand rod casting ponds
- General admission tickets to the Expo

Social & Auction Facility:

- Banner placed at Auction facility (Maximum 3' x 6'. Sponsor provides the banner).

Membership:

- One-year commercial membership to **Boise Valley Fly Fishers**

SPONSOR REGISTRATION

Sponsors planning exhibitor space at the Expo must also complete and submit the **Expo Exhibitor Registration Form**. We will require submission of logo artwork for inclusion in Expo and Auction advertisement, web site, and other communications. High resolution JPEG data files are preferred. Sponsors must provide banners for exhibition at the Expo at least one week in advance. Banners will be returned to sponsors following the BVFF Auction.



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Sponsor Pricing:

Two pricing options for sponsorship are available-- a full cash payment OR a combination cash **AND** product/service donation payment schedule. WIFFE retains the right to decline as payment product items or services which it does not deem as suitable.



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SPONSORSHIP BENEFITS AND FEES SUMMARY				
	Title	Gold	Silver	Bronze
ADVERTISING				
On-Air Radio Commercials:				
2022 Expo promotion	100%	70%	30%	No
On-Line Banner Ads, Website: Logo [1 Year]	Yes	Yes	Yes	Yes
Social Media Posts				
2022 Expo	Yes	Yes	Yes	Yes
BVFF Social & Auction	Yes	Yes	Yes	Yes
Promotional Media Sponsor Logos	Large	Med	Small	
Banner Post: Expo (Max Size 3'x6')				
2022 Expo Exhibit Hall	5	3	1	
BVFF Social & Auction	2	1	1	
TICKETS				
2022 Expo Entry Tickets	20	10	5	2
EXPO FACILITIES				
Expo 10 x 10 <u>Standard</u> Exhibitor Booths	3	2	1	
Expo Casting Pond Usage: Friday				
1-Hand Rod Pond		45 min	30 min	
2-Hand Rod Pond		45 min	30 min	
Expo Casting Pond Usage: Saturday				
1-Hand Rod Pond		45 min	30 min	
2-Hand Rod Pond		45 min	30 min	
OTHER				
BVFF Commercial Level Membership [1 Year] [\$60 Value]	Yes	Yes	Yes	Yes
SPONSOR FEES				
Cash Only Payment Option	\$ 5,000	\$ 2,500	\$ 1,500	\$ 500
Cash + Product Payment Option				
Cash	\$ 2,500	\$ 1,500	\$ 1,000	\$ 250
Product	\$ 5,000	\$ 2,000	\$ 1,000	\$ 500
ARTWORK & BANNERS (Sponsor Provided)				
Company or brand banners (3' x 6' Maximum)				
High resolution digital file with company logo artwork				



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Sponsor Name:			
Contact Name:			
Address		City:	State:
Telephone:		e-mail:	
BVFF Representative:			

SPONSORSHIP				
Sponsorship Level:	<input type="checkbox"/> Title	<input type="checkbox"/> Gold	<input type="checkbox"/> Silver	<input type="checkbox"/> Bronze
Exhibitor Booth(s):	<input type="checkbox"/> Check here if you will be using exhibitor space at the expo. Exhibitor space requires the additional completion and submission of the Exhibitor Registration Form for the Expo.			
Banners:	Sponsors are required to provide all banners for display at the Expo and Auction. Banners must be provided no later than the due date shown and will be returned after the BVFF Auction. Maximum size of each banner is 3 ft. x 6 ft. Note that small sized banners do not display well in the large Expo Idaho pavilion.			DUE BY: Friday, Jan 4, 2022
	Quantity	BANNER DESCRIPTION(s)	Check-Out	Return
Logo Art Work:	Sponsors are required to submit logo artwork for inclusion in all print and digital media and communication (Web Site, print publications, etc.). High resolution JPEG data files are preferred for the best quality. Please provide as early as possible			DUE BY: Nov 1, 2021
Additional Requirements:				

PAYMENT OPTION: CASH ONLY	
Total Cash payment due	\$

PAYMENT OPTION: CASH and PRODUCT			
Total cash payment due	\$	Total product value due	\$

PAYMENT METHOD				
Payment Type:	VISA <input type="checkbox"/>	MasterCard <input type="checkbox"/>	Discover <input type="checkbox"/>	AmEx <input type="checkbox"/>
				Check <input type="checkbox"/>
Card Number:				Check #:
Expiration Date:	/ /	Security #	Zip Code:	
Signature:				Payment Due: Cash: Nov 1, 2021 Product: Jan 4, 2022



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PRODUCT PAYMENT SHEET

(Use the **Product Payment Sheet** included in the **Exhibitor Registration Form** if you are also an Expo Exhibitor)

Sponsor Name:	
Product Value Due: \$	

Received by BVFF Agent:	Date
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If you are providing a portion of payment with products, please list the items and value to allow us to properly catalog and credit you for these items. All products provided as payment must be new. WIFFE retains the right to refuse items offered as payment that are considered unacceptable.

Item	Description	Qty	Retail Value (each)	Total	WIFFE Rcvd
1					



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Exclusion: The WIFFE retains the right to exclude or require modification of any display or demonstration that, at the discretion of the WIFFE Executive Director, it considers unsuitable to the character of the WIFFE.

Cancellation of Contract: Exhibitor has the right to cancel this agreement at any time by written notice to the WIFFE Office. Cancellations prior to **November 1, 2021** will receive an **80%** refund. Cancellations after **December 1, 2021** will not receive a refund.

I have read, understood and agree to the above:

Print Name

Title and Company/Entity Name

Authorized Signature

Date