

Dear Sponsor/Advertiser of the Jacksonville Kayak Fishing Classic-

JaxKayakFishing.com is in the process of organizing our tenth [Jacksonville Kayak Fishing Classic](#) scheduled for May 3-4, 2013. The 2012 Classic was again the world's largest and most lucrative kayak fishing event with over **410** anglers and over **\$80,000** in gifts and prizes for the fourth consecutive year. With the help of over 100 sponsors like you and our generous participants we raised over **\$38,500** for our target charities [Down Syndrome Association of Jacksonville](#) and the [Guy Harvey Ocean Foundation](#).



The event was covered by the Florida Times-Union and other Florida newspapers, fishing and paddling magazines nationwide such as Florida Sportsman, Florida Sportfishing Magazine, Canoe&Kayak Magazine, Paddler Magazine, Kayak Fisherman Magazine, Kayak Angler Magazine, Fly Fishing in Salt Waters Magazine, and Coastal Angler Magazine. It was also covered locally on our fishing talk radio shows the Outdoors Show, the Florida Sportsman show, the Just Fishing Show, on the local television news, and throughout the internet.

Our goals for the 2013 tournament are to continue promoting Kayak Fishing in the North Florida area and putting on another world-class annual event:

- To provide a fun event for over 400 Kayak Anglers to compete in,
- To promote the products, brands, and businesses that serve the kayak fishing community,
- To raise money for our local children's and conservation charities,
- To raise awareness of fish and estuary conservation issues.

Once again the tournament targets Redfish, Trout, Flounder, and a slam/aggregate class with awards to 5 places in each class. We also have awards for top lady angler, junior angler, senior angler, and fly fishing angler. The tournament format is catch-photo-release, with paddlers attending a captain's meeting/check out event Friday evening, launching wherever they prefer to fish, and coming to a check-in/BBQ/Awards event after fishing.

Since we focus on a fun event rather than a professional event, we award trophies and non-cash prizes. We also provide each entrant a captain's bag that consists of a measuring device for scoring, a tournament t-shirt, and numerous products such as jigs, lures, artificial baits, promotional swag, coupons, and brochures. The captain's bags in our last event were over an \$80 retail value. All net proceeds from the event go to local charities and we drive the charitable contributions with great raffle prizes donated by our sponsors and sponsor cash contributions. Due to our relationship with our charities **all sponsor cash and product donations will be eligible for tax-deductible status as donations to a 501(c)(3) non-profit and we are happy to provide you with documentation for your donation that can be used for a tax deduction.**

We also offer the Winner's Circle marketing program to help incentivize kayak anglers to purchase your products and use them in the Classic. We dedicate a section of our entry form and website to coupons for discounts on your products as designated by you to stimulate sales at local retailers. The Winner's Circle also enables our sponsors to make contingency prizes available for anglers that win or place using their products. This program is quite flexible and details are best handled directly on an individual basis. We also are more than happy to work with our sponsors to customize any program to best represent their products and services to our audience.

We need your support to put on this event. We are looking for sponsors to contribute prizes, cash, and charitable donations in exchange for advertising and promotion to make this tournament a success. The following page shows a breakdown of our prize and sponsorship structure.

At this point we have many sponsors onboard, but we would like to make this opportunity available to you before beginning our tournament promotion campaign. If you are interested please contact me at **904-382-5007**, or via email mike@jaxkayakfishing.com. We appreciate your support of JaxKayakFishing.com, the kayak fishing community of Jacksonville, and our local children's and conservation charities.

Sincerely,
Mike Kogan

Tournament Structure

Tournament Entry Fee

\$75 Entry Fee - Includes Captain's Bag, VIP Columbia Sportswear Shirt, Rights to fish, Meals at Captains Meeting and Awards Banquet, Raffle Tickets

Prize Details

Redfish-Trout-Flounder Slam

- 1 – Kayak, Trophy
- 2 – Premium Paddle+Premium Combo, Trophy
- 3 – Premium Combo, Trophy
- 4 – Premium Paddle, Trophy
- 5 – Paddle+Stake-out Pole, Trophy

Biggest Redfish

- 1 – Kayak, Trophy
- 2 – Premium Paddle+Premium Combo, Trophy
- 3 – Premium Combo, Trophy
- 4 – Premium Paddle, Trophy
- 5 – Paddle+Stake-out Pole, Trophy

Biggest Trout

- 1 – Kayak, Trophy
- 2 – Premium Paddle+Premium Combo, Trophy
- 3 – Premium Combo, Trophy
- 4 – Premium Paddle, Trophy
- 5 – Paddle+Stake-out Pole, Trophy

Biggest Flounder

- 1 – Kayak, Trophy
- 2 – Premium Paddle+Premium Combo, Trophy
- 3 – Premium Combo, Trophy
- 4 – Premium Paddle, Trophy
- 5 – Paddle+Stake-out Pole, Trophy

Lady Angler Award

Junior Angler Award

Senior Angler Award

Fly Angler Award

Mystery Fish Award

Raffles – Net Proceeds Benefit Down Syndrome Association of Jacksonville and Guy Harvey Ocean Foundation

Fishing Kayaks

Products, Gifts, and Gift Certificates

Sponsorship Structure

Title Sponsor – Columbia Sportswear

- Event naming rights
- Logo and placement title-level in all PR
- Logo and placement on tournament tshirts
- \$15-25,000 in prizes and charitable donations
- Tournament shirts, meals, and VIP parking
- 5 sponsor entries

Platinum Sponsor

- Logo and placement gold-level in all PR
- Logo and placement on tournament tshirts
- \$2500-5000 in prizes and charitable donations
- Optional Class/Divisional advertisement and promotion, ex: Strike Zone Fishing Biggest Trout
- Tournament shirts, meals, and VIP parking
- 2 sponsor entries

Gold Associate Sponsor

- Logo and placement silver associate-level in all PR
- Logo and placement on tournament tshirts
- \$1000-\$2500 in prizes and charitable donations
- Tournament shirts and meals.
- 2 sponsor entries

Silver Associate Sponsor

- Logo and placement bronze associate-level in all PR
- \$500-\$1000 in prizes and charitable donations

Bronze Associate Sponsor

- Logo and placement bronze associate-level in all PR
- \$100-\$500 in prizes and charitable donations