



# FLY FISHING FILM TOUR

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AFFILIATE PROGRAM





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Now entering its 10th year, the **Fly Fishing Film Tour** (F3T) is one of the most anticipated events in the fly fishing industry. The F3T audience is deeply devoted, passionate and excited about the opportunity to gather with friends, celebrate their sport and dream about casts still unmade. As an affiliate you can use the show to raise funds, recruit new members to your chapter, gain exposure for our sport or simply have fun.

It is easy and affordable to host a screening. We provide a turnkey event, complete with all the films, promotional materials and a proven online capability for your ticket sales. You will need to select an appropriate venue and then market the event in your community to bring together your audience. The timing of the Fly Fishing Film Tour is such that it kicks off the start of a new season. However, as an F3T affiliate you are not restricted to the timing of your event. End of year events have proven to be equally as successful.

The Fly Fishing Film Tour can also be used as the forum for additional auctions, raffles or annual chapter banquets. The F3T can be a successful and effective fund raising event or method to gain exposure for an environmental campaign.

We invite you to join us and **Host a Show** in your town.



## BENEFITS IN HOSTING AN EVENT

- Increase Chapter Membership
- Fundraising for your Chapter; You keep all ticket sales!
- Grow your Database
- Connect with local fisherman
- Fundraising: Raffles, Door Prizes, Silent Auctions, etc...
- Capitalize on our national advertising, awareness, and PR

## REQUIREMENTS IN HOSTING AN EVENT

- Signed Application and Terms & Condition
- Suitable Venue for your Event
- AV Equipment (Most theaters have their own)
- Schedule a Date & Time for your Event
- \$250 Deposit - \$900 total (remaining balance due upon event completion)
- Local Marketing
- Support Staff & Volunteers

## F3T CONTACT

To set up your F3T showing, questions about our affiliate program, or technical, please contact:

Chris KEIG // 303-815-1070 // [affiliate@mayflymedia.com](mailto:affiliate@mayflymedia.com)

Mobile: 303-638-5516

# MARKETING SUPPORT FROM THE FLY FISHING FILM TOUR

## We provide all of the following!

- The films (HD Blu-Ray or Standard Definition DVD)
- We provide all promotional print materials (Posters, Flyers, Tickets, Sweepstakes Cards)
- Email newsletter to market your event to the F3T database
- Your event listed on the F3T website and social media
- Promotional "Swag" Package (includes products from our sponsors for your show)
- Optional "Premium Package" for an additional \$250. This includes \$500 retail gear for raffle items or auction.
- All Attendees will be entered into the F3T Grand Prize Sweepstakes.
- Benefit from all F3T Marketing and PR
- Online Ticketing
- Stonefly Magazine for event attendees
- Event support from The F3T team!



## Local Marketing Materials with your specific show information:

Posters, Flyers, and Show Tickets

**National Advertising:** *Fly Fish Journal, Trout Unlimited Magazine, Angling Trade, Southern Culture On The Fly, Stonefly, Drake Magazine*



**Email Newsletters:** Market specific newsletters

**Web Ads:** Moldy Chum, Gink & Gasoline, Fiberglass Manifesto

**F3T Website:** >100k site visits, >400k page views

- Dedicated event page for your show.
- Your show listed on the official F3T schedule

**Facebook:** >10k views per week throughout the tour season

- Your show included in F3T Events



# SERVICES & PRICING

## STANDARD PROMOTIONAL SERVICES INCLUDE:

- The F3T fly fishing film on a ready to play DVD (HD Blu-Ray or Standard Definition).
- F3T Promotional Package including collateral and sponsor “swag” for advertising
- Customizable Posters, Flyers, Tickets & Sweepstakes Cards
- Event promoted and scheduled through F3T website & Social Media
- Event page completely customized for your event
- Optional use of F3T online ticketing system.
- Option to purchase hardcopy and digital editions (discounted) of the critically acclaimed *Stonefly* magazine.
- All attendees will be eligible for the F3T Grand Prize give-away contingent on receipt of the sweepstakes cards. This prize is usually a trip for 2 to a tropical fishing location.
- Full-event support, where needed, from the F3T staff.
- Your event will benefit from all F3T national advertising and PR
- Custom newsletter to F3T database

### NOT Included:

- Venue selection and all venue contractual obligations including, but not limited to deposits, fees and insurance
- Projection equipment, lighting and sound system (usually included with your venue rental)
- Technician for digital equipment
- Local marketing and promotion
- Local ticketing
- Support staff and volunteers



## PRICING STRUCTURE

- \$900 licensing fee per event with standard promotional services. (This represents a \$100 discount for Trout Unlimited chapters.)
- Custom pricing available for smaller markets.
- \$250 for premium promotional items (products from F3T sponsors)

## PAYMENT TERMS

- \$250 per event, non refundable deposit at time of booking
- Payment due in full within 14 days after the event date. Invoice will be sent immediately after event is complete.
- Acceptable methods of payment: Company check, Visa, MasterCard, American Express

## ONLINE TICKETING

- An online ticketing service can be provided by F3T to enhance event ticket sales.
- Net revenues from online ticket sales will be sent 14 days after receipt of DVD and any extra marketing materials.

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