



Chapter Perks Program Guidelines & Corporate Partnership Recommendations

Welcome to Trout Unlimited's Chapter Perks Program — a centralized resource designed to help chapters and councils access discounted gear, fundraising products, and mission-aligned partnership opportunities.

One TU Approach

Trout Unlimited's "One TU" approach recognizes that our greatest strength comes from chapters, councils, and staff working together collaboratively to advance a shared conservation mission. As TU continues to pursue larger corporate partnerships, grants, and sponsorship opportunities, coordination across the organization is critical to protecting existing relationships, strengthening proposals, and ensuring partners view TU as a credible, strategic, and unified organization. By combining the passion and local relationships of our grassroots volunteers with the expertise and scale of TU's national staff, we are able to create stronger partnerships, expand our impact, and more effectively secure resources that support conservation work nationwide.

Why This Program Exists

Over the years, Trout Unlimited National has developed strong relationships with respected outdoor industry brands and corporate partners who support TU's conservation mission.

To help maintain these important partnerships — **and avoid overwhelming partner brands with hundreds of separate requests from across TU's grassroots network** — we ask chapters and councils to work through TU's established national pathways whenever possible.

Current Participating Partners

- Abel Reels
- Bass Pro Shops
- Costa Del Mar
- Hardy
- Greys
- Orvis
- Redington
- Rio
- Ross Reels
- Sage
- Scientific Anglers
- Simms
- Temple Fork Outfitters



- Umpqua
- Waterworks / Lamson
- YETI
- R.L. Winston Rod Company

Program Guidelines

- Products and discounts are intended for official TU chapter and council purposes only.
- Discounted items should support fundraising, education, outreach, raffles, auctions, or mission-focused programming.
- Please do not directly contact partner brands regarding donation requests already supported through TU National partnerships.
- Orders and requests should be coordinated through TU staff.
- Product availability and order forms may change over time.

Leveraging Outdoor Brand Partnerships & Sponsorships

In addition to discounted gear programs, many outdoor brands and retailers offer grant funding, community sponsorships, event support, employee volunteer programs, and local giving initiatives that may align with TU chapter conservation, education, and outreach work.

When pursuing sponsorships or grant opportunities, chapters should first determine whether TU National already has an existing relationship with the organization and coordinate with TU staff whenever possible. Some larger companies have local opportunities for chapters to take advantage of in addition to our national partnership.

- **Bass Pro Shops & Cabela's Outdoor Fund:** Community conservation grants, youth outdoor education support, event sponsorships, and local nonprofit giving opportunities. Small grants available online and in-kind store donations can be applied for if you have a location near your chapter.
<https://about.basspro.com/community/support/>
- **Orvis Giveback Days:** Retail store partnerships and in-store fundraising events benefiting local conservation organizations and nonprofit partners. Partner with the local store to support 101 classes for a better chance at receiving the Giveback Days benefit.
- **Simms Community Support:** Occasional support for grassroots conservation, guide relief, stewardship projects, and mission-aligned nonprofit events (contact your local sales rep via a TU Business).
- **YETI Community Marketing:** Local event support, product donations, raffle support, and ambassador-driven conservation storytelling opportunities at local store, dealer, and sales rep level.
- **REI Cooperative Action Fund:** Local stewardship grants, outdoor equity funding, and community-based conservation partnerships.
- **Local Fly Shops & Outfitters:** Event sponsorships, raffle donations, guide days, educational clinics, and volunteer support.



- **Regional Breweries & Outdoor Brands:** Community event sponsorships, river cleanups, banquet partnerships, and cause marketing collaborations.

Many companies are especially interested in supporting youth education, veterans programming, stewardship projects, volunteer events, and community engagement initiatives. Chapters are encouraged to tailor requests to align with the company's mission, audience, and local interests.

Best Practices Before Reaching Out to Brands

- Determine whether TU National already has a relationship with the company.
- Ensure your chapter has capacity to properly manage and steward the partnership.
- Match your sponsorship request to the company's interests and community priorities.
- Avoid requests that could create conflicts with existing TU partnerships.
- Consider opportunities beyond financial support, including volunteer engagement, product donations, guide trips, venue support, or event partnerships.
- Think locally — board members, volunteers, and community connections can often help open doors.

Program Contacts

- Nick Halle, Volunteer Operations Coordinator — nick.halle@tu.org
- Maggie Heumann, Director of Engagement Partnerships — maggie.heumann@tu.org
- Garritt Slatcoff, Corporate Development Officer — garritt.slatcoff@tu.org

Don't see a National brand you're looking for listed? Reach out to Maggie Heumann with additional asks, ideas, or partnership suggestions.

If you have questions about TU's corporate partnerships or would like guidance before approaching a company locally, please contact Garritt Slatcoff.

Additional Resources

Volunteer Tacklebox Fundraising Resources:

<https://www.tu.org/get-involved/volunteer-tacklebox/fundraising-resources/>