

FM WALLEYES UNLIMITED, INC.

***2017 SPONSORSHIP
PROPOSAL FOR
COMPANY***

*Promoting conservation, sportsmanship and
education in respect to walleye fishing...*

FM Walleyes Unlimited, Inc.

- ▶ Founded in 1975, Incorporated in 1977
- ▶ 306 family memberships
- ▶ 2011 Inductee into Freshwater Fishing Hall of Fame
- ▶ Member of North Dakota Sport Fishing Congress
- ▶ Member representation on the Minnesota DNR Walleye Advisory Committee, MN DNR Round Table, MN Walleye Stamp Committee & Minnesota Aquatic Invasive Species Legislative Summit



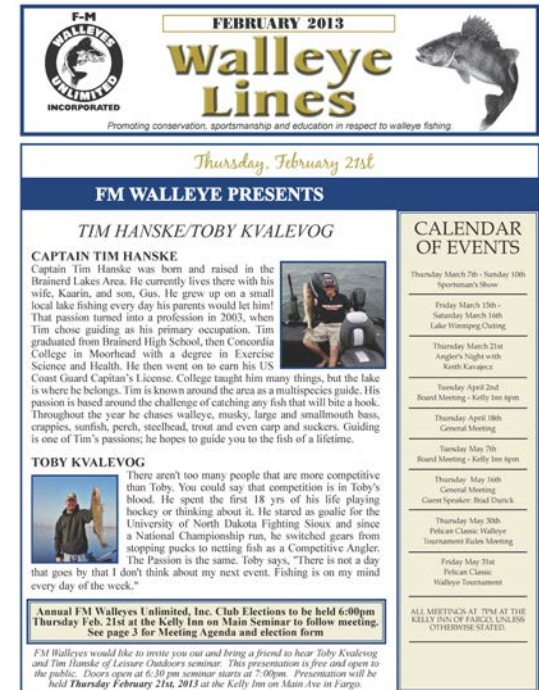
FM Walleyes Leadership

- ▶ Kyle Agre
President
- ▶ Brenton Hell
Vice President
- ▶ Rick Mohan
Treasurer
- ▶ Tom Saunders
Recording Secretary
- ▶ Paul DesChene
Correspondence Secretary
- ▶ Scotty Brewer
Past President
- ▶ Eric Zietz
Board Member
- ▶ Dave Wasness
Board Member
- ▶ Mike Feener
Board Member
- ▶ Aaron Sorenson
Board Member
- ▶ J.W. Schroeder
Board Member



FM Walleyes Media

- ▶ “Walleye Lines” Newsletter
 - Distributed in printed electronic format 10x per year
 - Distribution per edition: 500+
- ▶ Website: www.fmwalleyes.com
- ▶ Facebook: FM Walleyes Unlimited
 - 3,907 people who “like” our page and receive our updates
- ▶ Twitter: @FMWalleyesUnlim
- ▶ Regular Guest on “Gone Outdoors”, KFGO AM 790



F-M WALLEYES UNLIMITED
INCORPORATED

FEBRUARY 2013

Walleye Lines


Promoting conservation, sportsmanship and education in respect to walleye fishing

Thursday, February 21st


FM WALLEYE PRESENTS

TIM HANSKE/TOBY KVALEVOG

CAPTAIN TIM HANSKE
Captain Tim Hanske was born and raised in the Brainerd Lakes Area. He currently lives there with his wife, Kaarin, and son, Gus. He grew up on a small local lake fishing every day his parents would let him! That passion turned into a profession in 2003, when Tim chose guiding as his primary occupation. Tim graduated from Brainerd High School, then Concordia College in Moorhead with a degree in Exercise Science and Health. He then went on to earn his US Coast Guard Captain's License. College taught him many things, but the lake is where he belongs. Tim is known around the area as a multispecies guide. His passion is based around the challenge of catching any fish that will bite a hook. Throughout the year he fishes walleye, musky, large and smallmouth bass, crappies, sunfish, perch, steelhead, trout and even carp and suckers. Guiding is one of Tim's passions; he hopes to guide you to the fish of a lifetime.



TOBY KVALEVOG
There aren't too many people that are more competitive than Toby. You could say that competition is in Toby's blood. He spent the first 18 yrs of his life playing hockey or thinking about it. He starred as goalie for the University of North Dakota Fighting Sioux and since a National Championship run, he switched gears from stopping pucks to netting fish as a Competitive Angler. The Passion is the same, Toby says, "There is not a day that goes by that I don't think about my next event. Fishing is on my mind every day of the week."



Annual FM Walleyes Unlimited, Inc. Club Elections to be held 6:00pm Thursday Feb. 21st at the Kelly Inn on Main Seminar to follow meeting. See page 3 for Meeting Agenda and election form.

FM Walleyes would like to invite you out and bring a friend to hear Toby Kvalevog and Tim Hanske of Leisure Outdoors seminar. This presentation is free and open to the public. Doors open at 6:30 pm seminar starts at 7:00pm. Presentation will be held Thursday February 21st, 2013 at the Kelly Inn on Main Ave in Fargo.

CALENDAR OF EVENTS

Thursday March 7th - Sunday 10th
Sportsman's Show

Friday March 15th -
Saturday March 16th
Lake Wausagey Outing

Thursday March 21st
Angler's Night with
Keith Kavajic

Tuesday April 2nd
Board Meeting - Kelly Inn open

Thursday April 18th
General Meeting

Tuesday May 7th
Board Meeting - Kelly Inn open

Thursday May 16th
General Meeting
Guest Speaker: Brad Durick

Thursday May 30th
Pelican Classic Walleye
Tournament Basin Meeting

Friday May 31st
Pelican Classic
Walleye Tournament

ALL MEETINGS AT 7PM AT THE KELLY INN ON MAIN AVE UNLESS OTHERWISE STATED.



FM Walleyes Tournaments

- ▶ Pelican Spring Classic Cup Tournament
- ▶ Ottertail Summer Classic Cup Tournament
- ▶ Cormorant Fall Classic Cup Tournament
- ▶ Mystery Lake Tournament of Champions
- ▶ Devils Lake Regional Angler Young Angler Tournament – Co Sponsored with Lake Region Anglers Association of Devils Lake, ND
- ▶ Little Pine Regional Angler Young Angler Tournament
- ▶ Tournament Staff
 - Barry Chouinard – Classic Cup Tournament Director
 - Tami Stillwell – Classic Cup Tournament Administrator
 - Kyle Agre/Brenton Hell – AYA Tournament Directors



FM Walleyes Events

- ▶ Monthly membership meetings September through May featuring prominent speakers in the sport fishing world.
- ▶ Special Event meetings in March – “Angler’s Night” & December – “Angler’s Night, *On Ice!*”
- ▶ Lake Winnipeg Ice Fishing Excursion in March
- ▶ Club Outings May through October
- ▶ Club Picnic in August



FM Walleyes Youth Education & Community Outreach Events

- ▶ FM Walleyes University Youth Classes
- ▶ Youth Custom Rod Building Class
- ▶ “Fish On Kids’ Books” partner organization
- ▶ “Thank You Veterans” fishing outing on Big Cormorant Lake
- ▶ Kamp KACE (Kids Against Cancer Everywhere) fishing day



FM Walleyes Donations

- ▶ Donations from club funds have been given to the following organizations:
 - Fargo/Moorhead YMCA
 - Take A Kid Fishing event on White Earth Lake
 - Minnesota DNR Walleye Stocking Program
 - Northern Lights Council of Boy Scouts of America
 - Local Fishing Educational Events
 - Boy Scouts
 - KAMP KACE (Kids Against Cancer Everywhere)



FM Walleyes Unlimited Sponsorship Program

- FM Walleyes Unlimited club sponsors...
 - Contribute toward the club's mission of “promoting conservation, sportsmanship and education with respect to walleye fishing”.
 - Partner in promoting club events & sponsor organizations
 - Event Publications & Communications
 - Walleye Lines Newsletter
 - Social Media
 - Radio Promotion via “Gone Outdoors” on KFGO 790 AM



“Signature” Club Sponsorship

- Signature Sponsor – \$5,000 and over in cash or \$10,000 and over in product donation
 - This is the highest level of support for FM Walleyes Unlimited. Sponsors at this level will receive all of the promotion provided at the other levels plus...
 - “Signature” representation at the Classic Cup Tournaments – Entry forms, Event banners, On stage recognition.
 - On-site “Special Event” coordination



Platinum Sponsorship Program Classic Cup Tournament Sponsor

Platinum Sponsor – \$1,000 in cash or \$2,000 in product donation

- Primary representation & recognition on promotional materials, event communications & event banner
- Company logo on promotional posters & tournament entry form
- 1 year advertisement in Walleye Lines publication
- New advertisers are featured in Walleye Lines “Sponsor Spotlight” article
- Recognition at any/all media outlets
- Literature distribution to all FM Walleyes Unlimited Classic Cup Tournament contestants within their tournament registration packet
- Opportunity to set up a table with representation at FM Walleyes Unlimited Classic Cup Tournaments or events



Gold Sponsorship Program

Classic Cup Tournament Sponsor

- Gold Sponsor – \$500 in cash or \$1,000 in product donation
 - Representation & recognition on promotional materials, event communications & event banner
 - Company logo on promotional posters & tournament entry form
 - 1 year advertisement in Walleye Lines publication
 - New advertisers are featured in Walleye Lines “Sponsor Spotlight” article
 - Literature available to attendees at FM Walleyes Unlimited events & tournaments



FM Walleyes Special Event Sponsor

- Anglers' Night, Anglers' Night, On Ice, Lake Winnipeg Ice Fishing Excursion
- Special Event Sponsor – \$500 in cash or \$1,000 in product donation per event
 - Primary recognition at the event
 - Company advertisement on event publications & promotions
 - Recognition at any/all media outlets
 - 1 year advertisement in Walleye Lines publication
 - New advertisers are featured in Walleye Lines “Sponsor Spotlight” article



FM Walleyes Special Event Sponsor

- **Walleye Lines Advertiser – \$250 in cash or \$500 in product donation**
 - 1 year advertisement in Walleye Lines publication
 - 10 issues with distribution of over 500
 - New advertisers are featured in Walleye Lines “Sponsor Spotlight” article
- **Other Sponsorship Opportunities**
 - Other opportunities to support FM Walleyes Unlimited, Inc. are available. Please feel free to suggest another method that we might work together in a mutually beneficial partnership.

