#### 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

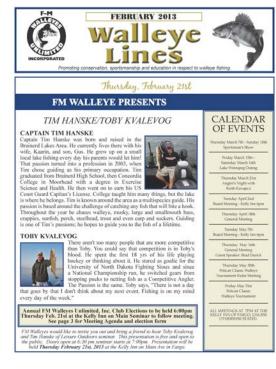
- Scotty Brewer
  Past President
- Eric Zietz
  Board Member
- Dave Wasness
  Board Member
- Mike Feener
  Board Member
- Aaron Sorenson
  Board Member
- J.W. Schroeder
  Board Member



# FM Walleyes Media

- "Walleye Lines" Newsletter
  - Distributed in printed electronic format 10x per year
  - Distribution per edition: 500+
- Website: <u>www.fmwalleyes.com</u>
- 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





#### **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



#### 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.

