

## Fly Fishing Film Tour

2012 // F3T

Contact: Chris Keig // 303.815.1070 // [keig@mayflymedia.com](mailto:keig@mayflymedia.com)

Now entering its sixth year, The Fly Fishing Film Tour (F3T) has become the entertainment event of the year for America's diverse fishing community. In 2011 the Film Tour screened in over 85 North American cities and provided a venue to showcase some of the country's best independent outdoor film makers. The goal of F3T is to energize the industry and inspire film makers to create new cutting edge films that both entertain and educate outdoor enthusiasts.

Plans are currently underway for 2012 and we are looking forward to the biggest and most exciting year yet. ***The Tour will be stronger than ever.*** There have been improvements in in-house camera and editing technology combined with an increase in the skill level of the competitively selected filmmakers. This has allowed a new standard to be set for fly fishing films.

F3T has become one of the most anticipated events in the fishing community for both enthusiasts and the industry. As a result, demand for showings has been such that it is impossible for us to accommodate all venue requests as part of the hosted tour. To overcome this problem we have developed a program that enables independent promotion of the film tour in those cities and areas not included on the F3T Tour.

***Webeye Group, LLC. invites you to bring the F3T to your community and increase the awareness of fly fishing through a staged event featuring our powerful film.*** We offer a proven way to entertain, and motivate audiences in your town. It can be used to raise funds for a local organization, gain exposure for an environmental campaign and create exposure for local fly fishing retailers. We encourage you to consider introducing this inspiring event to your community.

***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 ticket sales. You have to select and book an appropriate venue and then reach out into your community to bring together your audience. An event can be hosted within a few weeks if you already have a well defined audience.

***The timing of the F3T is such that it heralds the start of a new season. With an independent promotion you are not restricted to a beginning of the year event. End of year events have proven to be equally as successful and we encourage you to also consider this option.***

For the established fly fisher the event provides inspiration before the new season kicks off. For the novice it is an introduction to a broader fly fishing experience and an opportunity to "hang out" with the experts. For the fly fishing industry it is a unique opportunity to introduce new products to a responsive customer. However, many audience members do not fish but nevertheless have enjoyed the beauty and excitement of the film and the overall entertainment provided by the event. As such it should also be considered as a fund raiser for sporting clubs and charitable and other organizations. It has also proven to be an ideal way to gain exposure for environmental groups and local sports retailers.

If you are interested in hosting an Independent Promotion (IP) event, please review the hosting guidelines. Please note that this F3T IP program has been set up to be independent of the hosted Tour schedule and the F3T staff ***do not*** travel to your venue. You pick the date that works for you, find a suitable venue and we will then help build your program and provide you with a DVD properly formatted and ready to go!

If you have questions or want more details please contact Chris Keig at [ip@mayflymedia.com](mailto:ip@mayflymedia.com) .



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## GUIDELINES FOR FLY FISHING FILM TOUR (FFFT) INDEPENDENT PROMOTION

### Getting started:

1. Review the Application and Terms & Conditions
2. Find a suitable venue location and select preferred date(s)
3. Contact us by email indicating your interest and timing and submit an Application
4. After review we will mutually agree on the venue location and date to be added to the Tour Calendar
5. Sign Terms & Conditions and send in with deposit (*Made out to WebEye Group, LLC.*)
6. You'll be sent the Fly Fishing Film Tour Independent Promotion Kit containing all promotional/technical materials and specifications needed to stage the event.
7. All submissions should be sent to [ip@mayflymedia.com](mailto:ip@mayflymedia.com) or fax: 303.815.1078

### Independent Promotion Kit includes:

- The 2012 Fly Fishing Film Tour (F3T) on a ready to play DVD.
- Complete Promotional Package including collateral for advertising and promoting the event (posters, tickets, program, sweepstakes cards, film stills, logos, etc...)
- Promotion and online schedule on the FFFT website ([www.thef3t.com/](http://www.thef3t.com/)). Schedule will have where to buy tickets (shop or site), where to go for information and if the event is benefiting a cause.
- Optional use of F3T online ticketing system.
- Use of the tour sweepstakes cards for promotions - your customers will be eligible for the Grand prize give away (only 1 per tour year – same as the F3T Tour shows) ) contingent on receipt of the sweepstakes card created by F3T. Usually a trip for 2 to tropical fishing location
- Telephone support, where needed, from the F3T staff

### What's NOT Included:

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



## **Independent Promotion Program**

### **Pricing Structure**

- \$1,000 for the initial event
- All subsequent showings under the same IP Program, \$700 per event

### **Payment terms**

- \$250 per event, non refundable deposit at time of booking
- Payment due in full 14 days prior to event. Invoice will be sent 3 weeks prior
- Acceptable methods of payment: Company check, Visa, MasterCard, American Express
- All bookings are subject to Terms & Conditions

### **On-Line Ticketing**

- An on-line ticketing service can be provided by F3T to enhance event ticket sales.
- Revenues generated from all tickets sold through this on-line service will be discounted 5% from face value to cover handling costs
- Net revenues from on-line ticket sales will be sent 14 days after receipt of DVD and extra marketing materials.



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**FFFT INDEPENDENT PROMOTION APPLICATION**

Organization: \_\_\_\_\_

Event Coordinator (contact person): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Brief description about your company or organization: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Have you attended a Fly Fishing Film Tour Film Festival? If so, where? \_\_\_\_\_

How did you first hear of the film festival? \_\_\_\_\_

Proposed city/state for event \_\_\_\_\_

Proposed date for event \_\_\_\_\_

Proposed Show time (what time do doors open and the show start): \_\_\_\_\_

Anticipated audience size. # persons \_\_\_\_\_

Estimated ticket price (F3T shows are \$12 advance and \$15 at the door) \_\_\_\_\_

Name of proposed venue/Address \_\_\_\_\_

What would you like the Schedule to say (i.e. what the show is for where to purchase tickets, etc?)

\_\_\_\_\_  
\_\_\_\_\_

What will the event proceeds be used for? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Print name

Signature

Date

Please submit by email to [ip@mayflymedia](mailto:ip@mayflymedia) or Fax (303)815-1078

**FLY FISHING FILM TOUR INDEPENDENT PROMOTION EVENT**



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## TERMS & CONDITIONS

Webeye Group, LLC. tours the country with a hosted Fly Fishing Film Tour (F3T) event schedule. Webeye Group reserves the right for "first play" of the F3T in those cities designated on the hosting schedule. Cities that are not on the hosted tour schedule are open to applications for Independent Promotion (IP) events. For an updated listing of the hosted F3T schedule, visit our website [www.thef3t.com](http://www.thef3t.com).

Cities that are included for the F3T hosted tour can be available for IP events after the "first play" date scheduled for the tour.

All applications for the F3T Independent Promotion (IP), must be completed and submitted in full before a location and date can be determined. Applications for all IP event requests will be processed on a first come first served basis

Theater booking confirmation and all payments and liabilities relating to the use of the theater, staging the event and local promotional activities are the responsibility of the Applicant

After the application is approved a \$250 non refundable deposit is required to confirm the booking. After receipt of this deposit all advertising and promotional materials relevant to the event will be posted on to the F3T website. Promotional materials will be sent out either 5 weeks before the scheduled event or when the deposit is received.

Event must play during the 2012 calendar year.

Payment in full is due 14 days prior to the scheduled event date. All collateral materials including the F3T program DVD must be returned to Webeye Group within 14 days following the last scheduled event. Applicants are strictly prohibited from making a replica or copy of the F3T program DVD.

By signing application the applicant agrees to all Terms and Conditions set forth for this Agreement.

Will you be using the online tickets service provided by F3T:  YES  NO

**By checking Yes above and signing below you agree that the total revenue from ticket sales sold on the F3T website will be discounted 5% to cover merchant fees and charges**

I have read and understand the Fly Fishing Film Tour Licensed Event Terms & Conditions

\_\_\_\_\_  
Applicant Name (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit by email to [ip@mayflymedia](mailto:ip@mayflymedia) or Fax (303)815-1078

