

MARKETING SUPPORT FROM F3T FOR IP EVENTS

Up to 120 Stonefly Magazines. This is an 80+ page, full size 'coffee table' magazine. It is valued by attendees as a souvenir to take home. It is attractive enough that it could be used by charity events to raise funds.

Local Promotion of Event

5 Large Posters
20 Small Posters (customized to your event)
200 Flyers (customized to your event)
300 Tickets (customized to your event)

National Promotions

Exposure from National Ad campaigns carried out for the F3T Tour. This happens mainly during the first half of 2012 and is featured in both magazines and blogs.

Your event receives unique exposure from a customized schedule page on the F3T Website.

We have about 4,000 current members on the F3T Facebook site which is anticipated to grow to over 5,000 during 2012. This allows interaction with other fly fishing enthusiasts through which you can draw further attention to your event.

Other Programs

Coupon Programs that are tied into the customized tickets. Attendees have access to national discounts offered through F3T. Discounts can also be offered through local merchants. This can be used locally as an incentive to sell tickets through retail stores and/or solicit products to be used for charity fund raising.

HOW CAN YOU BEST USE THIS SUPPORT?

Your **Stonefly Magazines** will be shipped to you to arrive at least one week before your scheduled event date. The number could be adjusted to venue capacity. You will decide how to distribute them to attendees.

Please note that along with all the other interesting and topical information, the Stonefly also contains the sweepstakes entry form and instructions to attendees for accessing the discounts offered by F3T national and, if you have chosen to participate, local sponsors. Please remind all attendees, either by a prominent sign or an announcement, to fill in and return the sweepstake card and save their tickets to take advantage of these offers.



FlyFishing Film Tour

2012 // F3T

Contact: Chris Keig // 303.815.1070 // keig@mayflymedia.com

The **local promotional materials** are available for when you need them. When ready you will be required to contact Ticket Printing at 406-579-9960 or taylor@ticketprinting.com. You will be registered and given access to their website www.ticketprinting.com and directed to the F3T poster, flyer and ticket site. A customization example is given and suggestions made as to what to insert in the fields provided. You insert the data. There is also an option to upload a custom image. The publisher will work with you to make sure you get what you need. F3T has recommended a print package size and when you register you will be provided with a \$70 credit to cover the cost of this package. However, your order size depends entirely on you. If your venue capacity is less than 300 you will probably need fewer tickets and maybe a smaller number of flyers and/or posters. For larger venue capacities or a more heavily advertised event you may need more. Please note that for larger orders over \$70 you will need to pay the difference.

Once your IP has been officially signed up, then your location and date will be featured as an upcoming event in all the **F3T National Promotions**.

Your **schedule page on the F3T website** will be set up at the same time using information provided in your application and agreement. You will be asked to review this for accuracy and minor changes can be made if needed.

Your event will be posted a month before its due date on the F3T Facebook site and you, your colleagues and all your friends are encouraged to become members. Feel free to post any notices about your event and keep potential attendees informed about any special things that are being planned for the event. This is a powerful means of social interaction but how successful it is for you will depend entirely on your local efforts.

Coupon Programs tied to the customized tickets have been the least used but provide the biggest potential of all our marketing programs.

Every F3T provided ticket sold to each attendee contains a code that can be entered one time only on to the F3T website and all the special promotions available through national and local sponsors will be displayed. These can be printed and sent in or brought to the local store for redemption. Attendees of your event will see only those local promotions available in your area.

You will need to find your local sponsors. However, offering this capability to local sponsors represents a big incentive for them to cooperate with you and your event. In exchange for the opportunity to reach out to your event audience they could be persuaded to assist with the sale of tickets, be a monetary sponsor or donate a product for any fund raising effort you have planned. It's easy to setup. Simply have the retailer contact us and we will provide the forms needed to set up the promotion.

We sincerely hope you will take full advantage of all of the above. We want you succeed and are prepared to work with you to achieve the greatest success.

