

## STAGING AN F3T INDEPENDENT PROMOTION EVENT

**You can benefit from staging an F3T Independent Promotion event in many ways.**

**If you are a retailer in the fly fishing business** you can use the event to promote your store and reach out to potential new customers in your local area. This works for either a single retailer or a combined effort of multiple stores.

**If you are a charitable or support organization** you can use the event for fund raising. While it is probably a more obvious fit for those organizations associated with fishing, its appeal is broad enough that it can work well over a spectrum of fund raising activities.

**If you want to get people together to promote an organization or cause** the event has proven to be an effective means. It will attract and bring together a group of dedicated and like-minded individuals. You have an attentive and sympathetic audience for the duration of the event.

**If you feel adventurous and want to improve your chances of success** then by all means consider combining some or all of the above. Others have done so with remarkable results.

### **How do you then go about staging an F3T Independent Promotion event?**

**We start you off right by providing the best fly fishing film in the world:** F3T have been working with the world's foremost film makers for the last five years and can provide you with a world class high definition DVD compatible with most theater's projection equipment.

**You have to locate a suitable theater to show the film:** The theater you choose needs to be the optimum size for your needs and capable of projecting the film. Currently we have the option for Blu-Ray DVD or Standard Definition DVD. As a point of reference the perfect size for our venues are 200-500 seats. It's important to gauge the level of interest in your town and get the venue that is the right size. A full venue creates a larger buzz and excitement to the showing as well as creating a can't 'get on TV' atmosphere. A theater bar and a public address system is helpful but not essential. A relatively large entrance area would be good for displaying retail/sponsor information and welcoming the attendees. A willing band of volunteers is always good to have around.

**When you have your film, theater and event date how do you make the event a success:** A number of factors need to work together to accomplish success. The relative emphasis on each will depend on whether the event is designed for retail promotion, charity fund raising or both. There are, however, important areas that should be worked on that are independent of the event goal. These are generally described below. ***Many of these suggestions are based on the experience and success of the F3T Annual Tour where our staff have worked extensively with theater owners, local retailers and charitable organizations across the US and Canada. The F3T name is widely recognized and provides a solid base for event marketing efforts. Use this aspect to call in favors and ask for discounts on parties, beer, venue rent.***



# FLY FISHING FILM TOUR

2012 // F3T

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**How can F3T help with marketing your event:** The F3T name recognition built over the past six years provides a large boost. Signing up early allows you to have your event location and date listed in all the premier US Fly Fishing Magazines. An early commitment also allows custom printing at no extra charge, on the posters and fliers provided to advertise your event. The F3T website and Facebook page lists your event and displays a unique schedule page. This page gives the theater location on a map along with other event info plus customized promotional wording if requested.

**Tickets can be sold through a number of outlets:** The F3T website is set up for online ticket sales. Most theaters will sell tickets at the box office. Ticket sales through fly fishing retail stores has been found to be mutually beneficial to both event organizer and retailer. Store customers have a strong interest in film content and are likely to attend the event on that basis. Store owners see increased customer traffic and can increase this traffic and ticket sales by advertising the film through their own channels. They can also offer discounts to all attendees through the use of a proprietary F3T ticketing system to further increase traffic after the event. ***It is a win-win situation.***

**More sponsors can also be attracted through the proprietary F3T ticketing system:** All event organizers will be given a designated number of coded tickets through which any interested retailer can offer discounts for their store to all attendees at the event. By using the unique ticket number the attendees will have access to the F3T national coupons as well as any local ones you can provide. There is no limit on the number of these local coupons, so get creative and reach out to your local businesses (restaurants, bars, ski/surf shops, etc.) and offer them access to potential new customers. If the retailer is also a ticket seller then this is a second chance to attract more customer traffic. If not it is still a good way to interest and attract new customers. Whereas there is more advantage for ticket sales to be through fishing related retailers, any business can take advantage of advertising discounted sales through the tickets. It is easy to do. Simply get the information for us and we will set it up. For charity events it is often easier to solicit sponsorships and/or items for event auctions when you can offer this extra advertising incentive.

**Why did we mention the public address system??** For the above to work you have to get the tickets into the hands of each attendee and make sure they understand the value that is attached to them. A notice letting people know this on entering the theater would help but a public address announcement would be more effective. Maybe there is an enthusiastic local MC you can take advantage of. Sponsors and other helpers also appreciate this type of recognition. The available discounts for your location are listed on the F3T website and accessed using the code on each ticket. Detailed instructions are in every Stonefly Magazine provided free of charge by F3T.

***F3T can provide the tools needed to stage an event. The success of the venture ultimately depends on the enthusiasm and hard work of the organizers. Last year over 50 IP events were staged across the country. Many more new organizers have indicated a desire to join the ranks. Hopefully you will be one of these in 2012. We look forward to working with you.***

