



# SPONSORSHIP PROPOSAL

## **FUTURE ANGLERS OF MINNESOTA**

### **Who We Are:**

We are a nonprofit organization designed to mentor kids through fishing. We want to teach the youth of today all about fishing, but more importantly we want to teach them about life through fishing. We want to fuel their fire to fish and provide them life lessons along the way.

### **Intention:**

We plan on getting kids to set the electronic devices down and pick up a fishing rod. We will run free clinics and sponsor youth anglers ensuring kids are getting outdoors and learning valuable lessons. We intend to partner with companies across the state, bringing awareness to their generosity, while growing FAM into the state's most exciting fishing nonprofit.

### **Target Group & Demographic:**

Kids under the age of 18 / All ethnicities / All income levels

Through this we will also be targeting the parents - Adults Ages 25-50 / All ethnicities / All income levels

## **Non-Profit Overview:**

With a strong partnership through Minnesota Made Outdoors, we have 60+ volunteers to run clinics and mentor kids. Minnesota Made hosts tournaments on Sundays throughout the winter on lakes spread throughout the metro and beyond. On Saturdays prior to those events we will host free clinics for kids, teaching all levels from novice to expert. They will learn safety tips, outdoor ethics, the use of electronics and augers and new fishing techniques from some of the best fishermen and women around.

## **Free Clinics:**

We will host (3) free clinics each winter in different parts of the metro area and beyond. During the summer we strive to do 2-4 clinics from a fishing pier or local park. As we grow, this will morph into taking a parent and their kids out on boats and teaching them as much as we can about fishing techniques, safety, and responsible conservation.

## **Fishing Contests:**

We will be hosting fun tournaments for kids to participate. Each tournament will be free entry for kids and have prizes for top finishers. We will also be able to host tournaments for parent/kid teams – promoting family time and bonding. Lastly, we will host open to the public tournaments as a fundraising avenue.

## **Sponsored Anglers:**

A rigorous selection process will take place to choose kids to become part of The FAM. Once selected, kids will receive a sponsorship package that will be tailored to their needs as an angler. Packages will include Lifetime Fishing License for the angler! Packages may include fishing equipment, guided trips for parent/kid, tournament entry fees, FAM and sponsor apparel, and most importantly – mentorship from our volunteers with direct access through email or Facebook to get questions answered and guidance with fishing and life in general. These recipients will get 60+ big brothers and sisters with a snap of a finger.

## **Future Plans:**

As we grow, so will our reach and impact. Future Anglers of Minnesota is not here to necessarily impact a huge number of kids in a small way, but to make our impact felt and truly provide kids something that will make them better anglers and people for the rest of their life.

### Year 1 Goal:

- \*Run 4 Free Fishing Clinics
- \*Sponsor 2 youth anglers
- \*Build social media following

### Year 5 Goal:

- \*Run 8 Free Fishing Clinics
- \*Sponsor 8 youth anglers
- \*Have a tournament of champions with our past sponsored youth anglers and giveaway a boat or college scholarship
- \*Be a household name within the fishing community

### Number of Kids Affected (estimates):

Year 1:

Fishing Clinics – 80+

Sponsored Anglers – 2

Year 5:

Fishing Clinics – 250+

Sponsored Anglers – 8

### Overall Goal:

Impact kids in a positive way through fishing. Help kids navigate life and be a small part of them becoming good, successful people.

### **Sponsor Commitment:**

We understand the importance of donors/sponsors and feel a responsibility to give back to them through marketing, advertising, collaboration, consumer spending, and being a *true partner* instead of a group that simply looks for donations each year.

We have numerous opportunities for logo placement between our enclosed trailer, our website, and any signage for events we host.

We also have opportunities for naming right at events whether it be a free fishing clinic, a virtual fishing tournament, a golf tournament, or any other event we host.

Collaboration is welcomed. If you have ideas that you'd like us to help with – we will make it happen and would love to brainstorm with you.

### **Funding/Budget (Year 1):**

Startup Expenses:

\*Lawyer/Filing Fees - \$900

\*Enclosed Trailer for Clinics - \$11,500

\*Website - \$800

\*Apparel + Signs + Misc. - \$3,000

Equipment - \$9,000

Trailer Wrap – Donated

Website Build - Donated

**What we are still seeking donations to be used for:**

Free Fishing Clinics X3 - \$6000 (\$2000 per clinic)

\*Money would be used for equipment, prizes, giveaways, food, beverages, insurance, background checks, etc.

FAM Sponsored Youth Anglers X2 - \$5000 (\$2500 per kid)

\*Money would be used for lifetime fishing licenses, fishing equipment, parent/child guided fishing trip, tournament entry fees, etc.

In a perfect world, the number of kids impacted is higher, but it's all based on fundraising and sponsorship dollars. With your help, we can impact more kids sooner than expected!

We would love for you to be part of this adventure from Year 1 and be a long for the ride in making an impact on kids across the state.

Thank you for considering Future Anglers of Minnesota for a potential donation.

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***As a group we will commit to positively changing kids' lives through fishing.***

***As a group we will do our best to always promote our sponsors.***

***As a group we will be people you can be proud to put your name behind.***

