

ASA ADVOCACY *POWERED BY*



KEEP AMERICA FISHING[®]

Since 1933, the **American Sportfishing Association** has actively promoted and protected recreational fishing interests around the country. **Keep America Fishing (KAF)**, ASA's advocacy arm, is the tool that influences positive change to fisheries management and advances sportfishing industry priorities.

KEEP AMERICA FISHING:

1. Protects the rights of the American angler
2. Creates awareness, educates, and rallies support of policymakers at the national, regional, and state level
3. Unites the voice of the sportfishing industry

ASA supports:



Access to Fish



Abundant Fisheries



Fair Trade & Commerce

Go to [KeepAmericaFishing.org](https://www.KeepAmericaFishing.org) to join the community, take action and make your voice heard!



@ASAFishing

ASAFishing.org





**KEEPAMERICA
FISHING**

Keep America Fishing keeps you informed and provides tools for engaging in fisheries policy issues. We regularly send updates and calls-to-action, and provide an easy path for reaching decision-makers in Congress, state capitols, and town halls around the country. In just a few clicks, **you can influence positive change** on sportfishing issues.



FEATURES:

- » **Modern interactive website** providing issue updates, an action center, and a **toolbox** designed to build awareness, educate and activate anglers on issues that impact fishing and their respective fisheries
- » State of the art software like **Voter Voice – a grassroots advocacy platform** – for influencing policymakers that need your vote
- » **E-news and action alerts** distributed to more than 600,000 engaged anglers and industry professionals that want to make a difference
- » Active **digital and social media platforms** that expand the reach of our industry to anglers across the nation
- » **Templates, materials, graphics and kits** for industry partners to amplify our message

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\$50,000

ELITE PLATINUM PARTNER

- » Quantity **4**
- » **Special recognition** via newsletter, social media, website and events as a platinum supporter
- » **2 ASA website advertisements** (1 on homepage and 1 on another webpage of your choice to run for one year)*
- » **Logo** on Advocacy website to show your organization's support with link
- » **KAF e-newsletter inclusion** to 600,000+ supporters showing them that you support this important cause
- » **Placement on all KAF action alerts** showing your support for our advocacy efforts
- » **6 social media posts** per year recognizing your company as an ASA/KAF partner
- » **Brand recognition** through signage, presentations, show programs and events
- » **Logo** on KAF signage at events

\$25,000

GOLD PARTNER

- » Quantity **5**
- » **1 ASA website advertisement** to run for one year*
- » **Logo** on Advocacy webpages to show your organization's support with link to your site
- » **KAF e-newsletter inclusion** to 600,000+ supporters, showing them that you support this important cause
- » **Placement on all KAF action alerts** showing your support for our advocacy efforts
- » **4 social media posts** per year recognizing your company as an ASA/KAF partner
- » **Logo** on KAF signage at events

**ASA will work with the organization to both size and place the ads appropriately on the ASA website. ASA can design the ad or we can work with the sponsor to design the ad according to our specs.*





\$10,000

SILVER PARTNER

- » Quantity **5**
- » **1 ASA website advertisement** to run for 6 months*
- » **Logo** on Advocacy website to show your organization's support with link to your site
- » **2 social media posts** per year recognizing your company as an ASA/KAF partner
- » **Logo** on all KAF signage at events

\$5,000

BRONZE PARTNER

- » Quantity **10**
- » **Logo** recognition on ASA Advocacy page
- » **Logo** on KAF signage at events
- » **1 social media post** per year recognizing your company as an ASA/KAF partner

\$1,000

KAF SUPPORTER

- » Quantity - **Unlimited**
- » **Link on ASA website** as a supporter
- » **Listing** on KAF signage/materials at events

**ASA will work with the organization to both size and place the ads appropriately on the ASA website. ASA can design the ad or we can work with the sponsor to design the ad according to our specs.*

Sponsorship is a great way for your organization to show your support for the critical advocacy work that is conducted on your behalf by ASA. There are a range of annual sponsorship levels from **Elite Platinum Partner** to **KAF Supporter** allowing you to brand your organization, create awareness for your commitment to conservation, clean water, fair trade and commerce, and ensure access to fish now and in the future.



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SPONSORSHIP ORDER FORM

Contact Information

Name: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email Address: _____

Sponsorship Level Commitment

- Elite Platinum Partner (\$50,000)
- Gold Partner (\$25,000)
- Silver Partner (\$10,000)
- Bronze Partner (\$5,000)
- KAF Supporter (\$1,000)

Please complete the order form and send it to **Rob Russel** at RRussel@asafishing.org, who will follow up to secure your Sponsorship Level commitment.



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