

# DIGITAL SPONSORSHIPS

## AND ADVERTISEMENT OPPORTUNITIES



AMERICAN  
SPORTFISHING  
ASSOCIATION

### EXPAND YOUR BRAND

The American Sportfishing Association offers customizable partnership agreements to maximize your reach. Advertise with us on all of our platforms and deliver your message to a targeted audience committed to sportfishing and conservation.

### YOUR CONTACT

**Caley Gillett**  
*Manager*

New Business Development  
[cgillett@asafishing.org](mailto:cgillett@asafishing.org)



AMERICAN  
SPORTFISHING  
ASSOCIATION

\* Custom banner placement and packaging options are available upon request. Slots are offered through first right of refusal and first come first served. All who advertise must be members of ASA to participate. For more information or to purchase a package, contact ASA's Manager of New Business Development, Caley Gillett.  
[cgillett@asafishing.org](mailto:cgillett@asafishing.org) or 703-407-3069

# ICAST<sup>®</sup> DIGITAL ADVERTISING WEB ADVERTISING

## WEB ADVERTISING

### ICAST HOME PAGE ADS

**\$5,000/CYCLE (OFF-SEASON)**

**\$10,000/CYCLE (PEAK-SEASON)**

Maximize engagement with one dedicated banner ad space on the ICAST website home page

### INTERNAL PAGE ADS

**\$2,000/CYCLE (OFF-SEASON)**

**\$4,000/CYCLE (PEAK-SEASON)**

Maximize exposure with one dedicated ad space on the most visited ICAST website internal pages.

## 6 MONTH CYCLES

- Off Season: Aug 1-Jan 31 (standard pricing)
- Peak Season: Feb 1-July 31 (2x pricing)

## MOST VISITED PAGES

- |                       |                   |
|-----------------------|-------------------|
| -ICAST Homepage       | -About The Show   |
| -Schedule             | -Badge Categories |
| -New Product Showcase | -Why Attend       |

ICASTFISHING.ORG RECEIVES

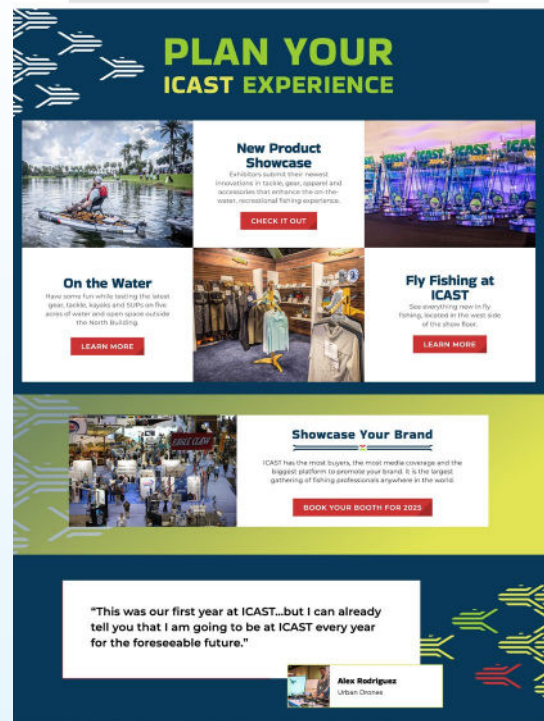
**170,000+**

VISITS ANNUALLY



Join industry leaders & emerging innovators at the ultimate gathering in sportfishing commerce.

Your Ad Here



\* Custom banner placement and packaging options are available upon request. Slots are offered through first right of refusal and first come first served. All who advertise must be members of ASA to participate. For more information or to purchase a package, contact ASA's Manager of New Business Development, Caley Gillett. cgillett@asafishing.org or 703-407-3069

# ICAST<sup>®</sup> DIGITAL ADVERTISING EMAIL & SOCIAL MEDIA

## EMAIL ADVERTISING

### E-BLAST

**\$5,000/BLAST**

Your curated content, distributed to our mailing list.

### ICAST EMAIL BANNER SPONSORSHIP

**\$20,000**

Promote your company across all ICAST email communications with this exclusive banner sponsorship, running from the time of purchase until the end of July of the corresponding ICAST year. Gain premium exposure with a hyperlinked banner and featured on every ICAST email, generating hundreds of thousands of impressions leading up to the show. Limited to one sponsor. Includes a complimentary dedicated e-blast (\$5,000 value) for maximum impact.

## SOCIAL MEDIA ADVERTISING

### SOCIAL POST

**\$5,000/POST (PEAK-SEASON)**

**\$2,500/POST (OFF-SEASON)**

Maximize exposure through Instagram, X, and Facebook channels on @ICASTshow

### ICAST APP MOBILE PUSH NOTIF.

**\$1,000/PUSH**

Send a real-time mobile alert via the ICAST app to promote booth specials, product launches, or events. Limited availability.



Register today for **ICAST 2024** and get exclusive access to business industry leaders through our daily **Lunch & Learn Seminars** - sponsored by **Quantum**! Learn about how to use emerging technology like AI, how to improve your online presence, and about the latest industry data and trends to help you make the most of your business.

**Don't miss out on the opportunity to keep your customers on the hook! Join us at ICAST 2024!**

REGISTER NOW

**LUNCH & LEARN** Sponsored by **QUANTUM**

Your Ad Here



**AMERICAN  
SPORTFISHING  
ASSOCIATION**

\* Custom banner placement and packaging options are available upon request. Slots are offered through first right of refusal and first come first served. All who advertise must be members of ASA to participate. For more information or to purchase a package, contact ASA's Manager of New Business Development, Caley Gillett. cgillett@asafishing.org or 703-407-3069





# DIGITAL ADVERTISING PACKAGES

## EMAIL + MOBILE BOOST

**\$5,500 (SAVE \$500)**

Maximize engagement with one dedicated email blast (\$5,000 value) and one mobile push notification on the ICAST App (\$1,000 value). Drive attendees directly to your booth, event, or special offer.

## EMAIL + WEB BOOST

**\$6,000 (SAVE \$1,000)**

Maximize engagement with one dedicated email blast (\$5,000 value), and one-month peak season ICAST website banner ad (\$2,000 value). Drive attendees directly to your booth, event, or special offer.

## EMAIL + MOBILE + WEB BOOST

**\$6,500 (SAVE \$1,500)**

Maximize engagement with one dedicated email blast (\$5,000 value), one mobile push notification (\$1,000 value), and a one-month ICAST website banner ad (\$2,000 value). Drive attendees directly to your booth, event, or special offer.

## ICAST EMAIL RETARGETING BUNDLE

**\$7,000 (SAVE \$1,000)**

Extend your reach with one email blast (\$5,000 value) followed by a retargeting email to engaged recipients (\$3,000 value). Reinforce your message to those who clicked or opened it.

## ICAST EMAIL RETARGETING + WEB

**\$7,500 (SAVE \$1,500)**

Extend your reach with one email blast (\$5,000 value), a follow-up retargeting email to engaged recipients (\$3,000 value), and a one-month ICAST website banner ad (\$2,000 value). Reinforce your message to those who clicked or opened.

## 2-BLAST PACKAGE

**\$8,500 (SAVE \$1,500)**

Increase exposure with two email blasts to the ICAST mailing list. Custom content is provided by you and scheduled for maximum impact.

## 3-BLAST PACKAGE

**\$12,000 (SAVE \$3,000)**

Increase exposure with three dedicated email blasts to the ICAST mailing list. Custom content is provided by you and scheduled for maximum impact.



**AMERICAN  
SPORTFISHING  
ASSOCIATION**

\* Custom banner placement and packaging options are available upon request. Slots are offered through first right of refusal and first come first served. All who advertise must be members of ASA to participate. For more information or to purchase a package, contact ASA's Manager of New Business Development, Caley Gillett. [cgillett@asafishing.org](mailto:cgillett@asafishing.org) or 703-407-3069