



# ASA PREMIER PARTNER PROGRAM



**BUSINESS & POLICY  
DRIVEN**



**WORLDWIDE  
REACH**



**100%  
FOCUSED ON SPORTFISHING**

## BECOME A PREMIER PARTNER

The ASA Premier Partner Program offers a unique opportunity to gain high-level visibility and meaningful access to influential leaders across the sportfishing industry. Connect your organization with key decision-makers, buyers, and government officials while elevating your brand's presence and credibility. Simplify and strengthen your marketing strategy through ASA, while demonstrating leadership on the most critical issue affecting our industry. By becoming a Premier Partner, you help make a measurable difference in protecting our fisheries and advancing the mission to **Keep America Fishing**.

## WHY PARTNER WITH ASA?

ASA brings together every sector of the industry, from manufacturers and retailers, to resource management agencies, conservation nonprofits, and media. To help you grow your business, ASA:

- Serves as our industry's voice before government
- Advocates for the rights of American anglers
- Produces ICAST— the world's largest tradeshow devoted to the recreational fishing industry's manufacturers, suppliers, retailers, and media
- Provides data that can influence your business decisions

## PARTNERSHIP PERK - THE MEMBERSHIP ADVANTAGE

- ASA partners gain access to our membership base, comprising over 800 member companies consisting of manufacturers, retailers, resource agencies, and allied organizations.
- Access ASA Members representing all 50 states and 35 countries

**Partners are members too!**

Explore the benefits you receive when you become an ASA partner member.

<https://asafishing.org/membership-benefits/>



## ASA SUPPORTS



**ACCESS TO FISH**



**ABUNDANT FISHERIES**



**FAIR TRADE & COMMERCE**

## KEEP AMERICA FISHING

- Protects the rights of the American angler to sustainably fish on our nation's waterways
- Educates, creates awareness and rallies support of sportfishing priorities among policymakers at the national, state, and regional level
- Gives access to critical industry leaders
- Builds community and unites the voice of the sportfishing industry

## OUR SEAT AT THE TABLE

### Glenn Hughes - President ASA

- Outdoor Recreation Roundtable: *Chair*
- Center for Sportfishing Policy: *Board of Directors, Secretary*
- Theodore Roosevelt Conservation Partnership: *Board of Directors*
- Recreational Boating and Fishing Foundation: *Executive Committee*

### Mike Leonard - Vice President of Government Affairs

- Sport Fishing and Boating Partnership Council: *Member*
- American Fisheries Advisory Committee: *Member*
- National Fish Habitat Partnership Board: *Member*
- Center for Sportfishing Policy Government Relations Committee: *Vice Chairman*
- Theodore Roosevelt Conservation Partnership Policy Council: *Member*
- Virginia Marine Resources Commission Menhaden Management Advisory Committee: *Member*

### Mike Waine- Atlantic Fisheries Policy Director

- Mid Atlantic Fishery Management Council: *Summer Flounder, Scup, Black Sea Bass Advisory Panel*
- Mid Atlantic Fishery Management Council: *Bluefish Advisory Panel*
- Responsible Offshore Science Alliance: *Advisory Council*
- New England Fishery Management Council: *Groundfish Recreational Advisory Panel*

### Connor Bevan- Inland Fisheries Policy Director

- Center for Sportfishing Policy: *Communications Committee Chair*
- Association of Great Lakes Outdoor Writers: *Board Member*
- Professional Outdoor Media Association: *Board Member*

### Larry Phillips- Pacific Fisheries Policy Director

- Pacific States Marine Fisheries Commission (PSMFC): *Advisory Council*
- International Pacific Halibut Commission (IPHC): *Conference Board Member*
- Olympic Coast National Marine Sanctuary Advisory Council: *Recreational Fishing Seat*
- Washington Department of Fish and Wildlife Budget Policy Advisory Committee: *Recreational Fishing*
- Washington Department of Fish and Wildlife: *Avian Predation Working Group Member*

### Marth Guyas- Southeast Fisheries Policy Director

- Atlantic Highly Migratory Species (HMS) Advisory Panel: *Member*
- South Atlantic Fishery Management Council Snapper/Grouper Recreational Permitting & Reporting Technical Advisory Panel: *Chair*
- Advisory Committee to the U.S. National Section to the International Commission for the Conservation of Atlantic Tunas (ICATT): *Technical Advisor*
- Gulf Council Coral Advisory Panel: *Member*
- Marine Resources Education Program (MREP) Southeast Aquaculture Steering Committee: *Member*

### Gary Jennings- Keep Florida Fishing Director

- Atlantic States Marine Fisheries Commission (ASMFC): *Florida Governors' Appointee Commissioner*
- Florida Keys National Marine Sanctuary Advisory Council (FKNMS SAC): *Recreational Fishing Alternate*
- Florida Fish & Wildlife Commission Aquatic Plant Management Technical Assistance Group (FWC APM TAG): *Recreational Fishing Representative*
- St. Johns River Water Management District (SJRWMD) Lake Apopka North Shore 2024 Land Management Plan Advisory Group: *Recreational Fishing Representative*
- Florida Department of Environmental Protection (FDEP)/National Oceanic and Atmospheric Administration (NOAA) Southeast Florida Coral Reef Initiative (SEFCRI): *Recreational Fishing Representative*
- National Oceanic and Atmospheric Administration (NOAA) Marine Debris Program: *Florida Recreational Fishing Representative*

# ASA ANNUAL EVENTS



April 12-15 · 2026  
Washington, D.C.



July 14-17 · 2026  
Orlando, FL



October 20-23 · 2026  
Pointe Clear, AL



## Keep America Fishing in D.C. April 12-15 2026 - Washington, D.C.

Join ASA in Washington, D.C. this spring for our Keep America Fishing in D.C. Fly In, where industry leaders and stakeholders unite to advocate for the future of recreational fishing. Together with ASA's Government Affairs team, participants meet with Members of Congress and federal agencies to champion policies that support clean water, conservation, fair trade, and access for anglers nationwide. Your involvement helps ensure that the voice of the sportfishing community is heard loud and clear on Capitol Hill.



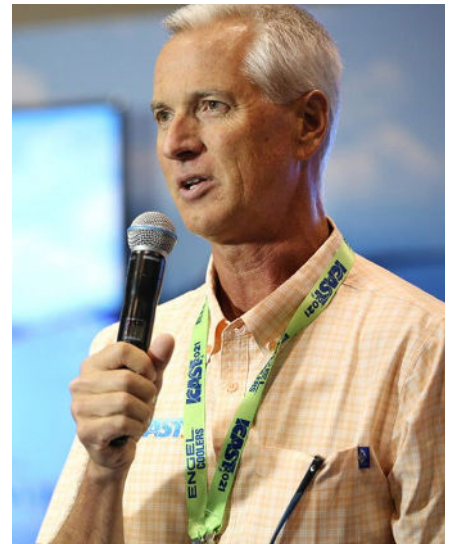
## ICAST July 14-17, 2026 - Orlando, FL

Make your mark at ICAST, the world's largest sportfishing trade show and the cornerstone of the recreational fishing industry. ICAST brings together the people, products, and passion that drive our sport forward. By aligning your brand with this premier event, you'll connect directly with industry leaders, retailers, and anglers while supporting the innovation and collaboration that keep recreational fishing strong all year long.



## Sportfishing Summit October 2026 – Pointe Clear, AL

Get involved at the Sportfishing Summit, the American Sportfishing Association's premier annual gathering of industry leaders and advocates. This is your opportunity to align your brand with the conversations that shape the future of recreational fishing – from conservation and clean water to economic growth and access. Join us in driving progress, strengthening our community, and ensuring a vibrant future for the sport we all love.





# ASA PREMIER PARTNER PROGRAM

	<b>LEGACY</b> <b>\$50K</b>	<b>CHAMPION</b> <b>\$35K</b>	<b>ADVOCATE</b> <b>\$25K</b>	<b>ALLY</b> <b>\$15K</b>	<b>STEWARD</b> <b>\$10K</b>
<b>ACCESS</b>					
Annual Partner Signage	X	X	X	X	X
Complimentary Event Registration(s)	4	3	2	1	1
Event Attendee Lists (Excluding ICAST)	X	X	X	X	
1 ICAST Live Spot	X	X	X		
Reserved VIP Seating at seated events	X	X	X		
1 on 1 in Person Meeting with ASA's President	X	X			
Presentation opportunity at DC Fly-In and Summit	10 Minutes	2 Minutes			
Presentation at ICAST Industry Breakfast	5 Minutes + 1 Min. Video Spotlight				
<b>ADVERTISING &amp; ADVERTORIALS</b>					
Recognition on ASA's Partnership page	X	X	X	X	X
On-site recognition at ASA annual events	X	X	X	X	X
Digital recognition on ASA Event Communications	X	X	X	X	X
Ad In Summit Program Book	Full Page	Full Page	Half Page	Half Page	
Ad in ICAST Show Guide	Full Page	Half Page	1/3 Page	1/4 Page	
Website Ad	Ad on Home Page	Rotating HP Ad	Rotating HP Ad	Secondary Pg. Ad	
Social Media Ad	Quarterly	2/Year	1/Year	1/Year	
ASA Leader Banner/Ad	Lead Banner Sponsor	Ad	Ad		
ASA Email Blast	Quarterly	2/Year	1/Year		
<b>EVENT SPONSORSHIP</b>					
ICAST	Platinum	Gold	Silver	Bronze	
Summit	Gold	Silver	Bronze	Bronze	Bronze
Keep America Fishing in D.C.	Gold	Silver	Bronze	Bronze	Bronze
<p>*Review Event Sponsorship Items in ASA Sponsorship Guide. All partnership opportunities can be tailored to meet your specific needs.</p>					

# ICAST

## SPONSORSHIP & STRATEGIC PARTNERSHIPS



Our sponsorships are exclusive to ASA members and are priced to meet every budget. Take advantage of this opportunity to ensure that your company is front and center for the sportfishing industry's most influential decision makers.

COMPED SPONSORSHIP ITEM	PLATINUM \$20,000+	GOLD \$10K-\$19,999	SILVER \$5K-\$9,999	BRONZE \$500-\$4,999
Acknowledgment in all show materials	X	X	X	X
Recognition at ICAST Special Events	X	X	X	X
Logo Featured in On-Site Signage	X	X	X	X
Sponsorship Display for Booth	X	X	X	X
Space in ICAST Press Room for company literature and product information	X	X	X	X
Recognition on the ICAST site and app (with website hyperlink)	X	X	X	X
Highlighted Exhibitor Listing with Logo	X	X	X	
Full page Ad in the ICAST Show Guide	Premium	Standard		

PLATINUM	GOLD	SILVER	BRONZE
New Product Showcase	Wi-Fi Sponsorship	Fly Shop Sponsor	OTW Beer Tent and Cups
LED Branding Wall	Hotel Key Cards	Convention Bags	Water Fountain Branding
ICAST Registration	ICAST Email Headers	Photo Booth Sponsor	Trash & Recycling Bins
State of the Industry Breakfast	On The Water Presenting Sponsor	Overhead Aisle Banners	ICAST Live! Video Advertisement
ICAST Live! Sponsor	Industry Awards Reception	Show Badges	Charging Station Kiosks
	Badge Lanyards	Bathroom Advertising	Dining Table Branding
	Retailer Lounge	Registration Hallway Display	ICAST Show Guide Bins
	Exclusive Drink Cup Sponsor	Asset Display / Boat Display	Meter Boards
	Mobile App Package	Lure Tank	Floor Clings
	Media Center	ICAST Preview Reception	ICAST App Notification
		ICASTing Pond	ICAST Live! Still Advertisement
		FlyCasting Pond	OTW Asset Placement
		ICAST Email Blast	Rep Board
		OTW Boat Drop	Press Room Message Board
		LED Poster	OTW 10x10 Booth
		ICAST Homepage Banner	Show Guide - French Gate Cover
		ICAST Apparel	Show Guide - Foldout Map Premium
		Venue Banner	Show Guide - Ask the Expert Advertorial

# KEEP AMERICA FISHING IN D.C.

## SPONSORSHIP & STRATEGIC PARTNERSHIPS



*Reel change starts here*

JOIN US FOR ASA'S KEEP AMERICA FISHING FLY-IN  
IN WASHINGTON D.C.

**April 12th-15th, 2026**  
The Royal Sonesta Washington, D.C.  
Capitol Hill

When you sponsor Keep America Fishing in D.C., you're doing more than supporting an event—you're standing up for the future of fishing. Your partnership helps amplify our collective voice with lawmakers, protect access to our waters, and advance conservation efforts that keep the industry strong for generations to come.

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	SUPPORTING
Logo featured in on-site signage	X	X	X	X	X
Sponsor recognition on the KAF in D.C. webpage with hyperlinked logo	X	X	X	X	X
Acknowledgment in all event materials	X	X	X	X	
Recognition at KAF in D.C. special events	X	X	X	X	
Highlights in KAF in D.C. presentations and communications	X	X	X	X	
Verbal recognition for partnership by ASA's President & CEO	X	X	X		
Attendee List	X	X	X		
Registration Handout/Display	X	X	X		
Event Email Feature	X	X			
Still Ad on Event Loop	X	X			
Complementary Event Registration	2	1			
Video Ad Intro to General Session	X				
Invitation to Private Meeting with Lawmaker	X				

### SUPPORTING SPONSORSHIP ITEMS

Advocacy in Action Reception	\$7,500	Silver Package
Welcome reception	\$6,000	Silver Package
KAF In D.C. Email Headers	\$5,000	Bronze Package
General Session Breakfast (2)	\$4,000	Bronze Package
Lunch with a Lawmaker	\$3,000	Bronze Package
Event Lanyards	\$3,000	Bronze Package
Email Blast	\$2,500	Supporting
Tabletop Display	\$2,000	Supporting
Break (2)	\$1,500	Supporting
Registration Handout	\$1,000	Supporting

# SPORTFISHING SUMMIT

## SPONSORSHIP & STRATEGIC PARTNERSHIPS



JOIN US FOR THE 2026  
**SPORTFISHING**  
*Summit*  
 October 20th-23rd, 2026  
 Point Clear, Alabama

The Sportfishing Summit is ASA's premier gathering— where industry leaders come together to celebrate our shared passion, strengthen our community, and chart the course for the future of sportfishing.

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	SUPPORTING
Logo featured in on-site signage	X	X	X	X	X
Sponsor recognition on the Summit webpage with hyperlinked logo	X	X	X	X	X
Acknowledgment in all event materials	X	X	X	X	
Recognition at Sportfishing Summit special events	X	X	X	X	
Highlights in Summit presentations and communications	X	X	X	X	
Verbal recognition for partnership by ASA's President & CEO	X	X	X		
Attendee List	X	X	X		
Registration Handout/Display	X	X	X		
Event Email Feature	X	X			
Still Ad on Event Loop	X	X			
Complementary Event Registration	2	1			
Video Ad Intro to General Session	X				
Invitation to 1 on 1 session with Keynote Speaker	X				

### SUPPORTING SPONSORSHIP ITEMS

Farewell Dinner	\$7,500	Silver Package
General Session (2)	\$6,000	Silver Package
Summit Email Headers	\$4,000	Bronze Package
Breakfast	\$3,000	Bronze Package
Lunch	\$3,000	Bronze Package
Event Lanyards	\$3,000	Bronze Package
Email Blast	\$2,500	Supporting
Tabletop Display	\$2,000	Supporting
Break (3)	\$1,500	Supporting
Registration Handout	\$1,000	Supporting