



AFFINITY MARKETING PROGRAM

EXPLANATION & BENEFITS



**NORTHWEST
SPORTFISHING
INDUSTRY ASSOCIATION**

503.631.8859 / outreach@nsiafishing.org

NSIA AFFINITY MARKETING PROGRAM

With an NSIA hangtag on one of your products, the consumer is going to know that you are committed to the future of sportfishing in the Northwest! Through our exciting derbies, banquets, internet and successful political advocacy, NSIA is a known brand to your customer - the committed angler. NSIA's affinity marketing program can partner your success with ours!

NSIA takes pride in the partnerships established with this program and wants them to be successful.

In this simple program, you submit a sample of your product and application to NSIA for review. Upon approval, the product manufacturer donates a small portion of the sale price of each product to our cause. The consistent branding of these products gives the consumer confidence that their purchase is smart and has affinity for the resource. We will work with you to find the right avenues to promote your product - from partner advertising to advertising your product on our website, your dollars work twice as hard!

The small amount pledged for each item sold supports not only NSIA's efforts protecting and enhancing sportfishing opportunities, but also our efforts making the Northwest the place for sportfishing jobs!

Product Endorsement contracts run on an annual basis from the date of signing. Contributions from product endorsement are payable quarterly starting from the date of signing or the date of distribution, which ever comes first. While NSIA encourages and supports the success of your product it is not in any way responsible for the results in marketing of said product. Thank you for your interest in our program and your support of NSIA. We look forward to reviewing your proposal.



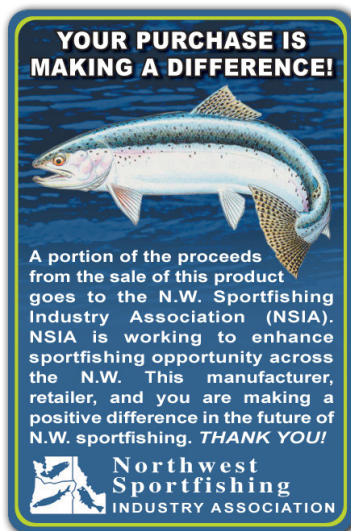
Hangtag example. Other formats available.

For more information, please contact NSIA - 503.631.8859

BENEFITS OF PARTICIPATION

As a partner with NSIA you can show your support both financially and visually by using NSIA hangtags on your products. This tag makes the consumer aware of your commitment to the future of sportfishing. A product affinity partnership with NSIA will give your business that additional edge in a competitive market.

- Present your annual contribution in front of all attendees at one of our annual Banquets
- Logo and product representation within our Product Endorsement Page on the NSIA Website
- Logo representation within ads advertising the program in STS Magazine & NW Sportsman



Hangtag example. Other formats available.



NORTHWEST SPORTFISHING INDUSTRY ASSOCIATION

P.O. Box 4, Oregon City, OR 97045 V: (503) 631-8859 F: (503) 631-3887 E: outreach@nsiafishing.org

Affinity Marketing Application

Date: _____

Name of Company: _____

Contact Person: _____

Phone: _____ Fax: _____ E-Mail: _____



Name/Type of Product *(model number if applicable)*: _____

Manufactured by: _____

Approximate retail value: _____

(standard product value cannot be increased or inflated based on endorsement approval or contribution to NSIA)

Current or potential retail locations or arenas for marketing product:

Description of Product *(if possible please include picture of product)*:

Sample to be delivered to NSIA by: _____

Anticipated contribution *(ex: percentage of retail, wholesale or flat amount)* to NSIA: _____

(a guaranty of \$500.00 minimum contribution is required to be paid 90 days after product is introduced.

Said amount will be included in total contribution amount)

Signed: _____ Date: _____

It is understood this is an application for partnership with NSIA and as such will be presented to the Product Endorsement Committee of the Board of Directors for approval. After said approval, NSIA will require a contract (a copy of which is attached) to be signed by an authorized representative.



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Affinity Marketing Contract

Date: _____ Product Donated: _____

Contact: _____ Manufacturer: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-Mail: _____



The product listed in the above section has been endorsed by **NSIA**. For this endorsement the authorized signer, listed below, hereby agrees to the following:

1. The **NSIA** Hang Tag will be displayed on the product endorsed. This is the responsibility of the manufacturer and/or his representatives.
2. This contract is on an annual basis beginning on _____ (date) and will run for twelve calendar months with a guaranty of \$500.00 minimum contribution. Payments to be made quarterly with the minimum to be paid within 90 days after product is introduced. Said amount will be included in total contribution amount to NSIA.
3. It is further understood for this endorsement, **NSIA** will receive \$ _____ (dollar amount or %) of each sale for a total contribution of \$ _____ (estimated dollar amount), to be paid to **NSIA** on a quarterly basis, the first of said payments beginning on _____ (date).

By signing this agreement the Manufacturer/Representative, hereby indemnifies NSIA from any and all liabilities incurred in the production, promotion, sales or use of said product.



Manufacturer/Representative (please print)

Signed: _____ Dated: _____

NORTHWEST SPORTFISHING INDUSTRY ASSOCIATION

Signed: _____ Dated: _____

NSIA Representative

NSIA consists of manufacturers, manufacturer's representatives, wholesalers, retailers, boat dealers and manufacturers, shopping centers, marinas, guides, charters, and other tackle and fishing businesses. NSIA is nonprofit, non-partisan, incorporated in the State of Oregon, and has been recognized by the IRS as a 501(c)(4) corporation. We understand that contributions to NSIA are not tax-deductible as a charitable contribution. NSIA dues remain deductible by members as ordinary and necessary business expense to the extent allowed by law. Please consult your tax advisor for details. THANK YOU.