

# Success Is No Accident

## Annual Partnership Opportunities with NSIA

Complete Guide to Membership, Programs, Sponsorships and Events  
Profitable Approaches to Increase Sportfishing Opportunities



503.631.8859 / [outreach@nsiafishing.org](mailto:outreach@nsiafishing.org)

## SALMON MEAN BUSINESS

The Northwest Sportfishing Industry Association (NSIA) was established in Oregon City, Oregon in 1993 as a 501(c)(6) nonprofit organization dedicated to the preservation, restoration and enhancement of sport fisheries and the businesses dependent upon them. Make no mistake about it, NSIA is not a sport club; we are an industry lobby group representing the business interests of the many members that depend on the sport of fishing for our livelihoods. We have a full time executive director who champions our cause on the federal level, and lobbyists in the state Capitol buildings of both Washington and Oregon.

*"If the salmon and steelhead are running, then as far as I am concerned, God knows that all is well with his world...the health of the environment is good if the salmon and steelhead are around. It is simple."* --Governor Tom McCall

We believe in the words of the late Governor McCall. This industry brings in millions of dollars, through jobs and tourism, to the region. NSIA's job is to counter the business-as-usual attitudes of all interests who are effecting the habitats fish depend on, promote continued hatchery funding, ensure a fair sport harvest allocation, and fin clipping (to provide selective fisheries.) Our job is to weigh in on every issue that affects sportfishing and the health of the resources we depend on.

We are the only ones that can carry the "jobs and dollars" message to our political leaders. And it's working. Examples include our continued fight for harvest reform in the Columbia River, increased crabbing opportunity in Puget Sound, increased funding for boat launches and hatchery upgrades, and ever growing influence with elected officials in Salem and Olympia due to the strength of the industry's involvement in key political races.

These are only some of the literally hundreds of issues NSIA has successfully pursued and prevailed in. We are making significant progress in every corner of the region. Ocean salmon and bottom fisheries, Puget Sound sportfishing opportunity, Eastern Oregon and Snake River salmon and steelhead; the reopening of several Eastern Washington fisheries; Southern Oregon habitat and hatchery issues and any of the major fisheries around the regions have in some form been positively influenced by the work of NSIA. Whether it's funding hatcheries, advocating for wild fish, working to fund fish and wildlife departments, dismantling dams that no longer serve a purpose, working with the federal government on a range of sportfishing issues, or working with businesses on specific issues of importance, NSIA is at the table and making a positive difference in the future of Northwest sportfishing and businesses are profiting as a result!

To be successful and make a positive contribution you have to be persistent, strong and knowledgeable...NSIA is all of these.

For more information, please contact NSIA - 503.631.8859

## INTRODUCTION TO NSIA PROGRAMS

The support of NSIA over the last two decades has grown sportfishing opportunity, which has grown the industry and with that, your business. With each success, the Northwest Sportfishing Industry Association also grows in name recognition. A name you and your business can be proud to form a profitable association! In addition to memberships, NSIA offers product endorsements, advertising and events to provide a tailor-made connection between you, NSIA and important customers! Together, we succeed in growing sportfishing prosperity!

**Memberships**—Members are the backbone and reason for being at NSIA. We have enclosed a membership application, and trust that you will join us at the NSIA table. Together we are making a difference.

**Advertising**—Reach thousands of anglers and industry personnel through direct advertising within our e-newsletter. In addition, several magazines and newspapers have teamed up with NSIA to provide incremental ad space for NSIA events and programs. Sponsors of our fundraising events and participants in our affinity marketing program can benefit from this program by receiving logo representation within these ads and our event webpages.

**Product Endorsement**—NSIA has a special hang tag for NSIA Board-Endorsed products. The product manufacturer contributes a small portion of the proceeds on the sale of each product. The consistent branding of these products gives the consumer confidence that their purchase is smart and has affinity for the resource. Your dollars work twice as hard. An application for endorsement is enclosed with a detailed explanation.

**Events**—NSIA benefits from multiple events throughout the year. With advertising, signage, or promotion of your business directly to the right customers, we have an event just for you! You can sponsor, donate and participate, just be sure to be a part of the action! Please contact us for more information on sponsorship and in kind donations.

- Spring Fishing Classic: Portland, Oregon - March
- NSIA Golf Tournament: Lacey, Washington - June
- Buoy 10 Salmon Challenge Derby: Warrenton, Oregon - August
- Everett Coho Derby: Everett, Washington - September
- Washington Banquet & Auction: Federal Way, Washington - November
- Oregon Banquet & Auction: Portland, Oregon - December

Set your budgets and your calendars to invest in the future of sportfishing. Let us know where your business can best be accommodated, and we'll get to work to make each year a year we can look forward to.



# **Membership**

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## MEMBERSHIP BENEFITS

NSIA is involved in EVERY major salmon, steelhead, sturgeon and shellfish fisheries issue across the region. NSIA is also involved in the full range of other fishing and fishery-related issues and weighs in on the spectrum of concerns that can affect seasons, harvest and the future of all fishing interests in the northwest.

The successes we're enjoying today are the product of years of persistence and hard work. For us to continue this long string of success and to tackle the daunting challenges ahead we need your support. Your membership, participation and financial contributions are the energy that fires NSIA and our collective efforts to grow sportfishing across the northwest.

- Direct delivery of up to date news on all Northwest Fisheries.
- Lobbyists in Oregon & Washington working daily to defeat harmful bills and build key relationships to pass legislation and budgets that secure the future health of the industry.
- Your brands up front and personal with key industry contacts and anglers through derbies, banquets, product affinity programs and advertising opportunities.
- Successful presence in the courtroom protecting the resource and the rights of fisherman.
- Vigilant advocacy for conservation of fish and the habitats they depend on.
- A necessary industry voice for harvest allocation and hatchery funding.

# NSIA Membership

P.O. Box 4, Oregon City, Oregon 97045    V: 503.631.8859    E: outreach@nsiafishing.org    www.nsiafishing.org

Dedicated to the preservation, restoration & enhancement of sport fisheries and the businesses dependent upon them.

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**Yes!** I want to make a difference by joining NSIA. My membership dues are enclosed in the amount of:

- |   |                           |   |                    |
|---|---------------------------|---|--------------------|
| <input type="checkbox"/> \$350                  | Small Business            | <input type="checkbox"/> \$ 500 - \$ 999  | Corporate Bronze   |
| <input type="checkbox"/> \$150                  | Guide                     | <input type="checkbox"/> \$1,000 - \$1999 | Corporate Silver   |
| <input type="checkbox"/> \$ 50                  | Individual (Non-business) | <input type="checkbox"/> \$2,000 - \$4999 | Corporate Gold     |
| <input type="checkbox"/> Monthly Pledge Option* |                           | <input type="checkbox"/> \$5,000 +        | Corporate Platinum |

\* Enclosed is my first monthly pledge in the amount of: \$200 \_\_\_ \$100 \_\_\_ \$50 \_\_\_ \$25 \_\_\_

I am a:     **New Member**     **Renewing Member**

*New and renewing members, please fill out the form below as completely as possible to ensure we have your current information. We will not spam your email or sell your information. Thanks!*

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Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Number of employees by state: Oregon \_\_\_\_\_ Washington \_\_\_\_\_ Other \_\_\_\_\_

Please make check payable to **NSIA** or charge:     VISA     MasterCard

Account Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

As an NSIA member your company will be eligible to participate in advertising, sponsorship and product endorsement programs. Please check here if you would like more information on these opportunities.

**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 non-profit, non-partisan organization incorporated in the State of Oregon, and has been recognized by the IRS as a 501(c)(6) 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 that is allowed by law. Please consult your tax advisor for details. Thank you for your generous, ongoing support!



## **Product Endorsement**

## 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.

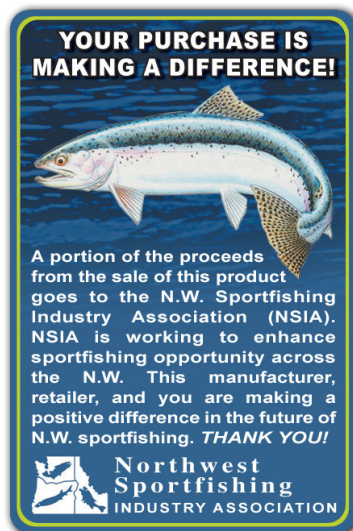
For more information, please contact NSIA - 503.631.8859



## 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.***



# 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 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.



# Events

## NSIA EVENTS

Each year, the Northwest Sportfishing Industry Association hosts a series of fundraising events with the goal of increasing capacity through the continued support of our members and others who view the future of sportfishing as vital to their business and livelihoods. Not only do these events raise the necessary funds to keep NSIA running but they also encourage a sense of community amongst anglers and industry personnel.

Whether the event is a fishing derby, golf tournament or banquet, the formula is the same; we rely on support through sponsorships, product donations, in kind donations, and attendance. Our supporters not only benefit by increasing the capacity of NSIA to advocate on behalf of your business but also we offer an avenue for you to expose your business, products and services in front of those who matter most - your customers.

NSIA has a variety of sponsorship levels for each event. Please contact the office if you would like more information.

### ANNUAL NSIA EVENTS

- **March** - Spring Fishing Classic: Portland, Oregon
- **June** - NSIA Golf Tournament: Lacey, Washington
- **August** - Buoy 10 Salmon Challenge Derby: Warrenton, Oregon
- **September** - Everett Coho Derby: Everett, Washington
- **November** - Washington Banquet & Auction: Federal Way, Washington
- **December** - Oregon Banquet & Auction: Portland, Oregon

## **SPRING FISHING CLASSIC**

Each spring, hundreds of anglers gather in Portland, Oregon to celebrate the Spring Chinook run up the Columbia, Willamette, Sandy and Clackamas Rivers. This event brings anglers and sportfishing industry personnel together to compete for biggest fish and team combined weight prizes. In addition, there is a buffet dinner, door prizes, a silent auction and more. This all day derby commences at daylight; the weigh - in deadline is 4pm.

## **NSIA GOLF TOURNAMENT**

As spring gives way to summer, the NSIA Golf Tournament is a great way to get together with friends and other industry personnel for a day of fun. Sponsor a single hole or the whole event. We've developed a fun set of rules that allows everyone to enjoy this event, whether you are an experienced golfer or just out for the experience and love of fish.

## **BUOY 10 SALMON CHALLENGE**

The Annual NSIA Buoy 10 Salmon Challenge brings together sportfishing enthusiasts and industry professionals to celebrate the beauty the Buoy 10 fishery. This two-day event offers fantastic networking and fishing opportunities. Over 250 attendees will compete for individual Big-Fish prizes as well as team prizes. The celebration begins with a Captains party, raffle and silent auction in the evening. The following day is spent trolling for chinook. The event concludes with a buffet dinner, awards, raffle and silent auction.

## **EVERETT COHO DERBY**

The Everett Coho Derby has grown into one of the largest family friendly derbies in Washington and Oregon. Each year, the Everett community welcomes more than 2,000 adults and children to celebrate the annual return of coho salmon. Proceeds from the Everett Coho Derby benefit the Snohomish Sportsmen's Club, the Everett Steelhead and Salmon Club and the Northwest Sportfishing Industry Association.

## **NSIA HOLIDAY BANQUETS**

The NSIA Holiday Banquets are not only important fundraising vehicles, they also serve as great opportunities to meet and socialize with other industry personnel. While the fishing derbies mostly serve sportfishing anglers, the banquets mostly host industry personnel. Washington and Oregon each have their own banquet which includes dinner, silent auctions, games and a live auction. This is a great opportunity to expose your business and products to retailers and manufacturing representatives. Please contact us if you are interested in booking a table or supporting either of the banquets with a cash sponsorship or in kind donation.

For more information, please contact NSIA - 503.631.8859