



# 3 LAKES ICE FISHING CONTEST

JANUARY 27 - 29, 2023



*The 34th Annual 3 Lakes Ice Fishing Contest is the longest-running ice fishing tournament West of the Mississippi! Your services and products will be promoted to over 4,000 participating anglers and you will gain direct access to prospective customers.*

## AUDIENCE

This family-friendly event brings ice fishermen to Granby from more than 13 different states! Most participants are men between the ages of 25 and 60 years old.

- Market Reach: 663,586
- Print/Digital Ads: 2,800,000+
- Social Media: 650,000+

## BENEFIT LEVELS

### PRESENTING SPONSOR

***Not available at this time***

### KICKOFF EVENT SPONSOR

***Not available at this time***

- Exclusive sponsorship at party venue
- Signage at the party and event
- Prominent logo placement on all Kickoff Event printed marketing material
- Logo included in all event newsletters
- Logo placement on event invite
- Ad on Destination Granby's website
- Customized social media post
- 2 complimentary tickets to the Kickoff Event

CONTINUES ›

## 3 LAKES ICE FISHING CONTEST CONTINUED

### DIAMOND SPONSOR

**Investment: \$5,000**

- Logo placement on all printed marketing materials
- Logo in all event newsletters
- Logo on 3 Lakes page on Destination Granby's website
- Logo on 3 Lakes merchandise
- Individual social media post
- Product/Marketing material placement in welcome bags (1200+)
- Logo placement on banners at event Weigh Station
- Name mention at nightly Award Ceremonies
- Logo included in promotional event recap video
- 6 complimentary registrations for the tournament

### GARNET SPONSOR

**Investment: \$2,500**

- Logo placement on all printed marketing materials
- Logo included in all event newsletters
- One logo post to social media
- Product/Marketing material placement in welcome bags (1200+)
- Name mention at nightly Award Ceremonies
- Logo included in promotional event recap video
- 4 complimentary registrations for the tournament

### JASPER SPONSOR

**Investment: \$1,000**

- Logo placement on all printed marketing materials
- Logo included in all event newsletters
- One logo post to social media



- Product/Marketing material placement in welcome bags (1200+)
- 2 complimentary registrations for the contest

### TAGGED FISH

**Investment: \$250**

- Business name listed on event poster and website

## HOW TO GET INVOLVED

***Volunteer opportunities for event days such as parking attendants, prize distribution and kickoff party assistance is available!*** If you wish to participate in a 3 Lakes Organizational Committee, please let us know. Partner with us! If your business is interested in creating a promotional event during this busy weekend to take advantage of additional visitors to the Granby area, contact our office.

## DEADLINES

Commitment required by **11.1.2022**

Payment due by **12.1.2022**