



American Sportfishing Association

By Frank Peterson
President & CEO
October 11, 2007

What We'll Cover

- RBFF's Purpose
- How We Drive Participation
 - State Initiatives
 - Anglers' Legacy
 - Education Initiatives
 - Improved Communication
 - Fishing/Boating Ad Campaign
- RBFF Going Forward

RBFF's Purpose

- Continue to build consumer awareness of recreational boating and fishing
- Convert awareness into participation
- Infuse “protect the legacy” into the consumer messages
- Advance customer relationships
- Build consensus within industries we serve

How We Drive Participation

- States Initiative
 - Targets lapsed anglers
- Anglers' Legacy
 - Targets avid anglers
- Education Initiatives
 - Target new anglers
- Improved Communication
- Fishing/Boating Ad Campaign

States Initiative



Goal: Increase fishing license sales

Result: Will launch program in 30 states to increase fishing license sales

States Initiative

- A how-to guide to increase fishing license sales
- Targeted to lapsed anglers
- Seed money to implement
- Marketing expertise



Give him a few tales to tell—for a lifetime.
Catch a little time. Together.

States Initiative

- Database development
- Direct mail variations/strategies
- Evaluation



States Initiative

- 30 States Participate
- Mail to 50,000 in each
- 25% Response Rate
- 375,000 Lapsed Anglers Renew
- \$15.14 per license
- **\$5.67 Million for States**



What you
really keep in
there are the
memories.

Share some *reel*
moments with your
friends and family.

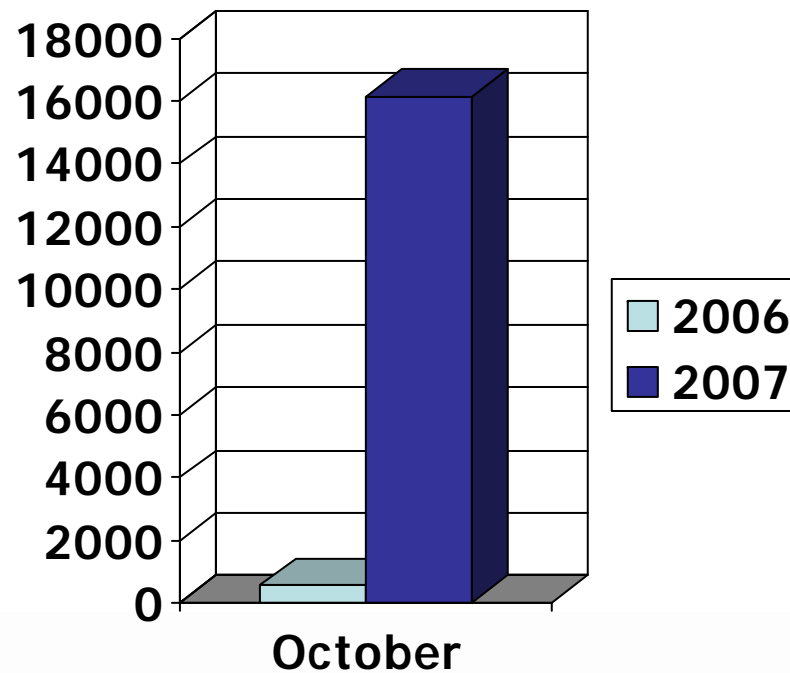
"take*me*fishing."

Anglers' Legacy

Goal: Secure 50,000 pledges by March 2008

Result: 16,237 pledges on Oct. 5, 2007

Anglers' Legacy



Anglers' Legacy

Goal: Generate 125,000 trial experiences

Result: Pledges led to 64,079 experiences



Ambassadors

- Take 4.5 people fishing
- Buy 3.2 fishing licenses
- Buy \$120 in fishing tackle and equipment

Education Initiatives

Goal: Generate 65,500 trial experiences

- Results:**
- 8,700 trial experiences through PhyshEd grants
 - 28,795 trial experiences through NRPA grants
 - Developing diversity outreach strategy



Improved Communication

- Results:
- Launched new Take Me Fishing Web site in April
 - Re-launched NewsWaves March 2007
 - Ramped up internal communications
 - Placed 50+ stories with trade press



Improved Communication

- Results:
- Achieved 82 active Anglers' Legacy partners
 - Added 12 new strategic partners



Fishing/Boating Campaign

Goal: Increase brand awareness

Results: Exploring a joint campaign with Grow Boating, Inc.



Fishing/Boating Campaign



FRIENDS DON'T LET FRIENDS MISS FISHING TRIPS.

Ut nisi an ad nisi nisi veni nisi quis nosh eud exor ut affion nisi an car par sus
cipit lab toris nisi ut aliq uip ex ee com mo do con seq uet. Duis aut em vel eum
inure dolor in rep rehens derit in vol up tate velit esse mol es con con seq uet vet
ill lum dui ore eu fug iat nisi la per iet ur.

BOAT.FISH.LIVE.
boatfishlive.org

The advertisement features two men on a boat, one holding a large fish. The background is a blue, textured surface. The text is in a bold, sans-serif font. The logo is a square with four quadrants: a sailboat, a globe, a sun, and two people.

Fishing/Boating Campaign

**THE MIDDLE OF NOWHERE
JUST HAPPENS TO BE
THE CENTER OF
THE UNIVERSE.**

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

BOAT. FISH. LIVE.
boatfishlive.org

RBFF Going Forward

- Continue to build consumer awareness of recreational boating and fishing
- Convert awareness into participation
- Infuse “protect the legacy” into consumer messages
- Advance customer relationships
- Build consensus within industries we serve

