


## Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

# Strength in Numbers: RBFF Partnerships Advance Mission to Increase Participation in Boating and Fishing

The Recreational Boating & Fishing Foundation's (RBFF) most recognized brands, Take Me Fishing™ and Anglers' Legacy™, engage people in boating and fishing. Bringing new boaters and anglers into the sport not only fuels fishing tackle and equipment sales, but it also funds state conservation and management efforts. For these reasons retailers and manufacturers are joining the cause to grow the sport and reach new customers.

*Anglers' Legacy™*

A national mission from  TAKE ME FISHING™

Take Me Fishing recently joined forces with fishing tackle manufacturer South Bend® to launch a new product line and grow the boating and fishing lifestyle. The [N GAGE® Outfitters® collection](#), announced July 15 at ICAST 2009 in Orlando, Fla., is designed to engage young anglers, and it positions fishing as an exciting, extreme sport for youth. The collection features the Take Me Fishing logo, and a portion of its proceeds goes towards the national campaign.

"Take Me Fishing is committed to introducing boating and fishing to a new generation, and this line of products will engage and motivate kids to spend more time outdoors," said RBFF President and CEO Frank Peterson. "Their future fishing and boating purchases not only will sustain the industry but also contribute to the health of our waterways."

### Support through the years

South Bend joins a growing group of partners that have integrated RBFF's brands to increase participation in the sport.

- Fishing tackle manufacturer [Frabill, Inc.](#) and OutdoorsFIRST Media partnered with RBFF in 2007, encouraging anglers to introduce someone new to the sport of fishing. Anglers who signed up to Take the Pledge were entered into a weekly drawing for a special-edition Continue the Tradition T-shirt and a grand prize drawing for \$500 that could be used as a tournament entry fee or for the purchase of Frabill products. Frabill also offered the limited edition T-shirt to anyone who purchased a cobranded Anglers' Legacy Bait Bucket.
- Earlier this year Shimano American Corporation launched an Anglers' Legacy Pledge drive that encouraged anglers nationwide to Take the Pledge.



Shimano's promotion coincided with the release of its [Voltaeus](#) rod series. Each Voltaeus rod carries an Anglers' Legacy hang tag—a first among major rod and reel manufacturers.

### Partnership Benefits

The Take Me Fishing effort elevates awareness of the family connections made through boating and fishing, as well as the importance of protecting the natural resources that sustain these activities. Supporting the campaign, which generates 400 million consumer impressions annually, provides a direct link to the positive equity of the Take Me Fishing message.

In addition the centerpiece of the campaign, [TakeMeFishing.org](#), has 3 million active visitors and is quickly becoming the premier destination for boaters and anglers to learn, plan and equip for a day on the water. TakeMeFishing.org earned national recognition this year with **three awards**. The site received a Bronze Anvil from the Public Relations Society of America and a Gold Circle Award from the American Society of Association Executives. Its social network, called Fishington, also was recognized as a Webby Award Honoree.

### How to Get Involved

Take Me Fishing offers a free [marketing guide](#) to help stakeholders promote boating and fishing outreach

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initiatives and leverage the national consumer campaign. Marketing guide materials include broadcast, print and electronic templates such as customizable radio commercials, newspaper and magazine ads, posters and events banners, outdoor billboards, Web banner files and print public-service announcements.

Anglers' Legacy partners promote the program in a variety of creative ways, including in-store retail promotions; on-site at special events; providing products or

merchandise as incentives; or through public service announcements, product literature and online. The Anglers' Legacy [Partner Pledge Drive Kit](#) includes all the promotional materials needed to run an effective pledge drive.

**For more information about Take Me Fishing and Anglers' Legacy, or to request marketing materials, call RBFF at (703) 519-0013 or visit [RBFF.org](http://RBFF.org). ■**



**TAKE ME FISHING™**  
[takemefishing.org](http://takemefishing.org)