

Womenfishing.com  
Girlsfish.com



SPONSORSHIP OPPORTUNITY



*GirlsFish*

# What if Sportfishing was a corporation?

- *It would be the 32<sup>nd</sup> largest Fortune 500 Company*
- *Recreational fishing supports over 1 million jobs ...  
More than GM, Ford, Exxon, and Mobile combined.*

## Sportfishing as a state... (44.4 million anglers)

*It would be ranked #1... ahead of California with the population of over 36 million.*

## What if it was a country?

*It would be the 29<sup>th</sup> largest country Ranked above Spain*



# Business Model

*Our goal is to establish the Womenfishing Network for Sponsors our new Partners in business.*

*By building a strong following with our members, and sponsors Womenfishing believes we are able to offer a central point for our sponsors to have the opportunity to capitalize on this large market while optimizing marketing dollars.*



**Our Goals are to provide**

- # 1 FISHING GLOBAL INTERACTIVE RESOURCE,
- # 1 FISHING DIGITAL INTERACTIVE WEBSITE, PROMOTE SPORTFISHING & CONSERVATION
- CONTINUE TO SUPPORT OUR CAUSE-RELATED CORPORATE PROGRAMS
- BE THE CENTRAL POINT FOR SPONSORS TO DEVELOP NATIONAL, REGIONAL, LOCAL MARKETING PLANS
- PROVIDE A LINK BETWEEN OUR SPONSORS AND THE FISHING COMMUNITY

# Market Overview

44.4 MILLION ANGLERS (USA)

500 MILLION ANGLERS (WORLDWIDE)



- More Americans fish than play golf and tennis combined.
- There were 904 million fishing trips annually
- Fishing ranks 4th most popular sport in the U.S. It ranks ahead of bicycling, bowling, basketball, golf, jogging, baseball, softball, soccer, volleyball, tennis, football and skiing. Only walking, swimming and camping are more popular.
- Florida, people spend over three times more days fishing than at Disney World.
- Freshwater fishing ranks as one of the top-five sports in 7 states
- Fishing is no. 1 sport in Minnesota, Florida, New Jersey and North Carolina.
- Anglers spent over \$5 billion on equipment, nearly \$15 billion on fishing trips, and some \$20 billion more on boats, trucks, licenses and other fishing-related products and services.
- Recreational fishing is big business, generating more than \$116 billion in economic output and more than one million American jobs.
- Source: American Sportfishing Association. The 2001 Demographics and Economic Impact of Sport Fishing in the United States

# Anglers Spending

**\$5 Billion** on Equipment  
**\$15 Billion** on Fishing Trips  
**\$20 Billion** on their boats, trucks and  
other necessary products & Services  
**Totaling over \$ 42 Billion of  
spending in 1 year!**

**Recreational Fishing generates over \$116  
Billion in Economic Output and over 1  
million jobs.**

## **Fishing Equipment Expenditures: \$4 .5 Billion**

Rods, Reels & Components: **\$1.9 Billion**  
Lines & Leaders: **\$460 Million**  
Lures, Flies & Artificial Baits: **\$598 Million**  
Hooks, Sinkers & Other Terminal  
Tackle: **\$343 Million**  
Tackle Boxes: **\$132 Million**  
Creels, Stringers, Landing  
Nets, etc: **\$101 Million**  
Bait Buckets, Minnow Traps & Other  
Bait Containers: **\$53 Million**  
Depth Finders, Fish Finders & Other  
Electronics: **\$457 Million**  
Misc. Fishing Equipment: **\$360 Million**

## **Auxiliary Purchasing: \$862 Million**

Camping Gear: **\$461 Million**  
Binoculars: **\$72 Million**  
Special Fishing Clothing: **\$330 Million**

## **Misc. Purchasing: . .Billions**

Motorized Boats: **\$3 Billion**  
Canoes/Non-Motorized Boats: **\$200Mil**  
Boat Motors, Hitches, etc: **\$1.3 Billion**  
Pick-Up Trucks, Travel Trailers &  
Motor Homes: **\$7.3 Billion**  
Cabins: **\$2.3 Billion**  
4x4 and Off-Road Vehicles: **\$2 Billion**  
Fishing Books & Magazines: **\$159 Million**  
Dues & Contributions to  
Organizations: **\$158 Million**  
Fishing Licenses: **\$598 Million**  
Tags, Permits, etc: **\$43 Million**

**Source: ECONOMIC IMPACT ANALYSIS DONE BY SOUTHWICK  
ASSOCIATES AND THE US FISH & WILDLIFE SERVICE 2006**



# Who are they?

## ANGLER EXPENSES

- Travel : **\$1 5 Billion**
- Food: **\$4.5 Billion**
- Lodging: **\$2 Billion**
- Public Transportation: **\$400 Million**
- Private Transportation: **\$3.2 Billion**
- Boat Fuel: **\$1.3 Billion**
- Guides: **\$687 Million**
- Public Land Use: **\$121 Million**
- Private Land Use: **\$93 Million**
- Boat Launching: **\$128 Million**
- Boat Mooring: **\$1.3 Billion**
- Equipment Rental: **\$254 Million**
- Bait: **\$1.1 Billion**
- Ice: **\$291 Million**
- Heating & Cooking Fuel: **\$78 Million**

## WHAT THEY SPEND

- The average angler incurs \$1,046 in fishing-related expenses
- Anglers spend an average of 16 days fishing and take an average of 13 fishing trips annually.
- Total economic output generated by freshwater fishing in 2001 exceeded \$74 billion, economic dollars for all fishing reached \$116 billion.

1 out of 6 U.S. residents 16 and older fish.

25% of U.S. males fish

11.9 million women 7 and older fish

26.8 percent of all anglers are female (8% of U.S. female population)

## TOTALS AT A GLANCE

Adult Anglers	34,171,000
Youth Anglers (6-15)	<u>10,300,000</u>
Total US Anglers	44,471,000



## PARTICIPATION

Anglers spend an average of 16 days fishing and take an average of 13 fishing trips annually.

Anglers 16 and older took 365 million freshwater fishing trips in 2001 totaling 467 million days. Including saltwater anglers, 437 million fishing trips totaling 904 million trips were taken.

- Source: ECONOMIC IMPACT ANALYSIS DONE BY SOUTHWICK ASSOCIATES AND THE US FISH & WILDLIFE SERVICE 2006

# Sponsoring with us

**MARKETING WITH WOMENFISHING:** Are you looking to find a niche market? Interested in reaching a marketplace that is one of America's favorite participant sport?

*Marketing with Womenfishing can help drive your bottom line. When you participate in the USA's most popular passionate participant sport, you can impact your marketplace locally to globally while making lasting impressions upon consumers and trade partners alike. There is a form of Sport-fishing for every demographic and geographic target. With Sport-fishing, you can:*



- Generate sales leads**
- Access new markets and customers**
- Create new partnerships with our sponsors**
- Enhance branding and image**
- Strengthen relationships with customers**
- Showcase products and services**

# Let Womenfishing take you into the new "DIGITAL Century"

## Direction these are taking

- Limited Media Distribution
- CPM
- Increased Cost
- Print Brochures
- Hooked on a Brand
- Dealer Showrooms
- Talking about product
- Friend's review
- Family recommendation
- 9am-5pm Showroom
- Wait for a pricing
- Direct Mail
- Driving from retailer-retailer
- 3 out of 4 don't trust traditional media

## Why Digitals? New Direction

- Online audience Billion +growing target marketing ROI
- Reduced cost
- Online Interactive Videos/information
- Undecided & shopping multiple brands quick and easy
- Virtual Showrooms
- Blogging about products
- Online reviews
- Social media = Twitter = Facebook
- 24/7 access to information
- Mobile access
- Email
- Local map search
- 9 out of 10 consumers trust other consumers



# Why Sponsor us?

**Womenfishing has been operating since 2006. We are #1 on all major search Engines and on the first page with over 20 key words. In 2011 Womenfishing and Girlsfish decided to change our agenda and revamped our website.**

**Our new site is geared to anyone that would like to find out about fishing. We offer advice and tip oriented articles, how to videos and useful product information to make sure that the experience is not only enjoyable but useful. Education is our main goal and we believe that we offer one of the best sites as we grow every day.**

- We can reach a target demographics of women between the ages of 25+ who are in the income bracket of \$50,000+
- Our viewers are Not only females, we have many visitors to our sites and we are not gender specific as our content is also not gender specific.
- We build an advertising campaign that will target your needs...

**But remember the most important reason... You help us to educate our youth to the outdoors while reaching a great demographic**

**Women Spend** money... And **Tell** their friends!!!

# WOMENFISHING

## DOMAINS LIST

[Bassfishpro.com](http://Bassfishpro.com) \* [Bassladies.com](http://Bassladies.com)  
[Castforacure.com](http://Castforacure.com)  
[Castforthecure.com](http://Castforthecure.com)  
[Catchthepassion.com](http://Catchthepassion.com)  
[Femalesfishing.com](http://Femalesfishing.com) \* [Fisherchick.com](http://Fisherchick.com)  
[Fisherchicks.com](http://Fisherchicks.com) \* [Fisherfan.com](http://Fisherfan.com)  
[Fisherfans.com](http://Fisherfans.com) \* [Flyfishwear.com](http://Flyfishwear.com) \*  
[flygirls.ca](http://flygirls.ca) \* [Ladiesfish.com](http://Ladiesfish.com) \*  
[Ladiesflyfishing.com](http://Ladiesflyfishing.com) \* [Momsfish.com](http://Momsfish.com)  
[Momsfishing.com](http://Momsfishing.com) \* [Outdoorsgal.com](http://Outdoorsgal.com)  
[Outdoorslady.com](http://Outdoorslady.com)

[Pinkrods.com](http://Pinkrods.com) \* [Pinkfishingrod.com](http://Pinkfishingrod.com)  
[Reelbabe.com](http://Reelbabe.com)  
[Reelwomenfishing.com](http://Reelwomenfishing.com)  
[Teamfishergirl.com](http://Teamfishergirl.com)  
[Thewomenoutside.com](http://Thewomenoutside.com)  
[Theultimatebassangler.com](http://Theultimatebassangler.com)  
[Ultimatebassangler.com](http://Ultimatebassangler.com)  
[Ultimatebasspro.com](http://Ultimatebasspro.com)  
[Womanfishing.com](http://Womanfishing.com)  
[Womenfishing.com](http://Womenfishing.com) \* [womenfish.ca](http://womenfish.ca)

All of these domains are part of Womenfishing and are pointed at the site

# Sponsorship Info.

Our Packages are available and can be custom made to match your needs. Our introductory special prices for 2012 are now available and will be guaranteed until Dec. 31/2011

We require your information in the following formats:

- ◉ As a JPEG or GIF with a destination URL
- ◉ As a HTML, Java, iFrame, Flash, Shockwave, other rich media tags
- ◉ Note: The newsletter sponsorship banner must be sent as an image file with a destination URL.

Ad notes: Minimum sponsorship contract is 3 months. Discount will apply as follows for longer contracts: 6 months – 1 month free 9 months – 2 months free 12 months – 3 months free.

Payment – Check,  
Money order, Paypal

## Womenfishing

5233 Dundas St. West Ste. 2326, Etobicoke,  
Ontario M9B6M1 Canada

For more information:

Contact - [fishingads@gmail.com](mailto:fishingads@gmail.com)

SMALL	LANDING PAGES	100.00
SMALL	SECONDARY	50.00
MEDIUM	LANDING PAGES	200.00
MEDIUM	SECONDARY	100.00
LARGE	LANDING PAGES	350.00
LARGE	SECONDARY	200.00
TEXT LINKS	FOOTER	200.00
TEXT LINKS	SECONDARY	75.00
WORD LINKS	2 OR 10 PER	\$25-125.00
<b><u>MONTHLY NEWSLETTER</u></b>		
SMALL	4 places	125.00
MEDIUM	2 places	250.00
LARGE	2 places	300.00
BANNER 728X90	Top	500.00
BANNER 728X90	Bottom	300.00

## Specials:

**Small Package:** Includes 2 Links in articles that we have on the site and 2 small placement ads (excluding landing pages) giving you exposure throughout the site in 4 areas. \$150.00 month (landing page 250.00 month)

**(GUARANTEED OUR BEST DEAL)** Supersaver Medium Package: Includes 2 Links in articles that are on the site and 2 medium placements ads (excluding landing page). One monthly newsletter placement Price for these spots per month work out to \$225.00 per month with full payment. (Landing page 300.00)

All of our rates are for a minimum 3 month rate. Prepayment is required for the minimum of 3 months; discounts will be applied on all accounts that have prepaid 6/9 or 12 month contracts and may be split into 2 payments if required. Payments can be made by check or PayPal. Ask us for more details.

# FULL PAGE SPONSORSHIP

There will be some areas of the site that are created by companies as whole pages with content and also some half pages. The companies will be responsible to provide all of the content for the area such as ... Destination travel... information...special trips that are happening...etc... The full page would normally cost \$1500 for advertising per month but we have reduce it to \$500.00 ... this is a huge exception to our regular advertising because you are also being a contributor and can change the content 4x throughout the contract of one year. (Great program for Travel Professionals Guides, Lodges, Marinas, Resorts)

You will be able to have max. 4 co-sponsors with your page that can share your space and help cover your cost.) – Co-sponsors must meet our approval and be family friendly advertisers. You decide on how much You want them to pay. It's your space to negotiate. We will also include the information about your organization and section in one of our monthly newsletters.

# Newsletter



<b><u>MONTHLY NEWSLETTER</u></b>		
SMALL 180 PIXEL	(5)	125.00
MEDIUM 250 PIXEL	(2)	250.00
LARGE 300 PIXEL	(2)	300.00
BANNER 728X90	Top/bottom	500.00/300.00

**Be part of our Monthly Newsletter and let us tweet about your company or send a message to our facebook followers that your one of our new Sponsors. Follow us on twitter @girlsfish**

# Womenfishing and Girls Fish Mission Statement

*We believe it is essential to offer the highest quality of content to our members , advertisers and sponsors by creating and maintaining the highest quality website that offers up to date information that is not just educational but inspirational.*

*Our goal is to enhance the experience of our viewer so that they will have a better understanding that they are able to take away with them and apply to practical situations. If we ensure proper education we can guarantee the value of our fishing industry will remain for future generations.*



*Girls Fish*



FOR MORE INFORMATION CONTACT US:  
VIA EMAIL AT: [FISHINGADS@GMAIL.COM](mailto:FISHINGADS@GMAIL.COM)

**THANK YOU FOR VIEWING OUR PRESENTATION**

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