

SNOWY TROUT CHALLENGE

Expressions of Interest for 2022-2023 Sponsors



Recreational Trout Fishing is a key economic driver of visitation to the Snowy Monaro Region and the Snowy Trout Challenge (STC) will help encourage new and existing anglers to return to the region to engage in the sport over the spring, summer and autumn months. Research undertaken in 2019 found that recreational fishing generates significant economic benefit to the Snowy Monaro region, injecting an estimated \$12.2 million per year into the local economy.

The Snowy Trout Challenge's aim is to encourage and attract visitors thus increasing this overall visitor spending.

The concept of the event is to catch tagged fish which are released by the Gaden Trout Hatchery and then be entered into the draw to win cash prizes. The fish are prime sized rainbow trout and will be released into Lake Eucumbene, Lake Jindabyne and other Snowy Monaro waterways such as Lake Crackenback.

Since the inaugural challenge, we have established a successful model for operating the challenge. Awarding a cash prize drawn monthly (possibly fortnightly) has proven to be the most motivating factor for participation and registration.

We are now seeking Expressions of Interest for Sponsorships for the 2022-23 Season.

Our target audience will be predominantly 30+yr old males, however we will also be promoting to and attracting families plus NEW and less experienced anglers as well. The Snowy Trout Challenge will be promoted through a mixture of channels: paid and organic social media posts/stories, partner and industry channels as well as traditional print publications. Local businesses will also engage directly with tourists.

Tourism Snowy Mountains, which has a reach of over 50,000+ across their social channels to a Sydney, Canberra and Regional NSW audience. Other print media like Snowy Mountains Magazine and the SnowPost, plus Destination Jindabyne social channels will increase audience and engagement. Our aim is to not only attract visitors to the region for 2-3 nights but to disperse them across the region.

There will be two phases of our promotion for the Snowy Trout Challenge.

Phase 1. The Lead Up

Building awareness and interest in the challenge during winter months prior to the fish release in October. During September paid advertising will promote the event.

Tourism Snowy Mountains will promote the event, and in turn fishing in the region via their vast audience. Stories will be published in local print media during the busy winter.

All marketing and promotion will lead back to the Snowy Trout Challenge Facebook Page where we have been continually building a dedicated audience to re-target and engage.

Phase 2. During the Event

We will use a combination of user generated content and stories of winners to continue to promote the event across social media during the event (October to May).

Our goal for the coming season is to build continued awareness and promote fishing in the region while building a new audience of keen anglers that will continue coming back year after year.

Throughout both phases of the promotion, event partners and sponsors will be acknowledged and assets provided to share across their own distribution networks.

To proceed with the 2022-23 the Snowy Trout Challenge Committee are calling for sponsors for the provision of cash prizes and promotional funding.

GOLD

\$2,400*

2 stories published on Destination Jindabyne and Snowy Mountains Magazine websites over STC Season (8 months).

8 Social Media shares on Destination Jindabyne social media pages (or Jindabyne Chamber whichever is relevant) on the dates of your choice.

Gold Sponsors will have the most prominent logo display on all printed and promotional material where sponsorships are displayed.

Complementary Lake Eucumbene and Jindabyne Chamber of Commerce 12 month memberships including free entry to Jindabyne Connect networking event.

Business listing on visitadaminaby.com.au and destinationjindabyne.com.au plus features on the Snowy Trout Challenge media pages.

SILVER

\$1,200*

2 stories published on Destination Jindabyne and Snowy Mountains Magazine websites over STC Season (8 months).

4 Social Media shares on Destination Jindabyne social media pages (or Jindabyne Chamber whichever is relevant) on the dates of your choice.

Mid level logo display on all printed and promotional material where sponsorships are displayed.

Free Entry to Jindabyne Connect Monthly networking event for the duration of the Snowy Trout Challenge.

BRONZE

\$600*

1 story published on Destination Jindabyne and Snowy Mountains Magazine websites over STC Season (8 months).

1 Social Media share on Destination Jindabyne social media pages (or Jindabyne Chamber whichever is relevant) on the date of your choice.

Logo display on all printed and promotional material where sponsorships are displayed.

**Sponsorships are invoiced Sept 1st 2022, and can be paid in 4 equal instalments from 30 September - 31 December 2022, or in one payment on 30 September 2022*

Should you have any questions regarding this opportunity please contact me by email at snowytroutchallenge@gmail.com or call Fiona on **0408 688 627** or Steve Cuff on **0418 620 651**.

Fiona Latham-Cannon
Secretary
Snowy Trout Challenge Inc.