



Recreational Boating & Fishing Foundation Women's Engagement Breakfast: Changing the Narrative Event Sponsorship Information

Thursday, July 18

Registration & Buffet Breakfast opens at 6:30 am
Program & Networking 7:15 am – 9:00 am
Orange County Convention Center

The RBFF Women's Engagement Breakfast is an annual gathering held during ICAST that celebrates and empowers women from the fishing and boating industries. This year, we are hosting inspiring speakers during a dynamic event aimed at fostering engagement, educating participants on efforts to engage women in fishing, including RBFF's consumer-facing 'Find Your Best Self' campaign, and providing networking and collaboration opportunities for the women and men in attendance.

Featured Speakers

"Changing The Narrative: How two historically male-dominated companies are making space for women in the industry."

- **Angie Thompson**, Owner & Publisher – *Fishing Tackle Retailer*
- **Anastasia Patterson**, Lead Angler – *BassmastHER & professional angler*

Attendees

- Men and women in the fishing and boating industries
- Women-focused fishing organizations
- Manufacturers, Retailers
- Media & Influencers - Female fishing and boating professionals

Why Sponsor?

- Reach a diverse audience of influencers and decision-makers within the fishing and boating industries
- Demonstrate your commitment to engaging women in fishing and boating
- Gain visibility and brand exposure through event marketing and promotion
- Network with like-minded individuals and organizations passionate about empowering women in fishing and boating

Sponsorship Opportunities

Presenting Sponsorship - \$7,500

- Recognition as the exclusive Presenting Sponsor in all event promotions and materials
- Logo placement on event banners, signage, and marketing collateral
- Opportunity to deliver a 3-minute address to audience
- Display area for promotional materials at the event
- May provide branded giveaways to attendees (Approx. 125)
- Inclusion in sponsor group photo and video (if in attendance) for post-event press release and Industry Newsletter (Newswaves) article.
- One reserved VIP table at the breakfast (10 seats)

Gold Sponsorship - \$5,000

- Logo placement on event banners, signage, and marketing collateral
- Recognition as a Gold Sponsor in all event promotions
- Display area for promotional materials at the event
- May provide branded giveaways to attendees (Approx. 125)
- Inclusion in sponsor group photo and video (if in attendance) for post-event press release and Industry Newsletter (Newswaves) article.
- Five reserved VIP seats at the breakfast

Silver Sponsorship - \$2,500

- Logo placement on event banners, signage, and marketing collateral
- Recognition as a Silver Sponsor in all event promotions
- May provide branded giveaways to attendees (Approx. 125)
- Two reserved VIP seats at the breakfast

Bronze Sponsorship - \$1,000

- Logo placement on event banners, signage, and marketing collateral
- Recognition as a Bronze Sponsor in all event promotions

For sponsorship inquiries or to secure your sponsorship, please contact:

Rachel Auslander, RBFF Director of Partnerships & Development
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