

RBFF BOAT REGISTRATION MARKETING PROGRAM

MAIL REMINDERS TO LAPSED BOAT REGISTRANTS

Easy Steps:

Send Boat
Registration Data
to Southwick
Associates



Work with RBFF to
Customize Mailer



Reap the Rewards



Update Database

Great Benefits:

Cost is \$0 - Limited
Staff Time



Increased Boat
Registrations



Additional
Revenue



More Accurate
Database



TAKEMEFISHING.org



VAMOSAPESCAR.org

Contact jmartonik@rbff.org for more information.

2016 RESULTS: HOW YOUR STATE COULD BENEFIT

Colorado

84,111 Boat
Registrations in 2015*

Mailed: 15,357
Response: 8.17%
Gross Revenue:
\$46,659

Ohio

474,185 Boat
Registrations in 2015*

Mailed: 29,642
Response: 5.71%
Gross Revenue:
\$67,406

Georgia

327,657 Boat
Registrations in 2015*

Mailed: 24,200
Response: 7.59%
Gross Revenue:
\$79,131

Pennsylvania

318,873 Boat
Registrations in 2015*

Mailed: 38,483
Response: 7.85%
Gross Revenue:
\$86,273

Arizona

124,076 Boat
Registrations in 2015*

Mailed: 15,770
Response: 11.85%
Gross Revenue:
\$57,120

Tennessee

257,172 Boat
Registrations in 2015*

Mailed: 40,371
Response: 10.72%
Gross Revenue:
\$146,903

Mississippi

134,991 Boat
Registrations in 2015*

Mailed: 16,821
Response: 17.24%
Gross Revenue:
\$57,128

Virginia

234,052 Boat
Registrations in 2015*

Mailed: 15,770
Response: 11.85%
Gross Revenue:
\$57,121