

# WE'RE HERE — FOR THE — GEAR



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There’s no getting around the fact that fishing events require a certain amount of gear and tackle. And most event organizers don’t have huge budgets to spend on it. As manufacturers and retailers, partnering with these organizers can maximize the effectiveness of events, and create new loyal customers. However, not all events are created equal and you should be discerning when it comes to providing support. Event organizers are evaluating their programs to ensure that they’re developing anglers—not just conducting one-and-done entertainment activities. Events that create anglers are ones that focus on R3 best practices and teach skills, focus on families, and survey participants for effectiveness.

## R3 TIP

Use the R3 Partner Evaluation Form to help understand an event’s level of R3 effectiveness. Simply download the form at [ASAFishing.org/60in60](https://ASAFishing.org/60in60) and ask the event organizer to fill it out. The questions are designed to help you determine if your investments of discounts or donations are going to the right place.



## IDEAS BEST SUITED FOR:

- Manufacturers
- Retailers

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](https://www.rbff.org/60in60)