

TOP PLACES TO BOAT & FISH: A CUSTOMER ENGAGEMENT PROMOTION

RBFF STATE MARKETING WORKSHOP

December 11, 2014

Atlanta, GA



TAKEMEFISHING™.org



VAMOSAPESCAR™.org

PROMOTION

OVERVIEW



TOP 100 FAMILY FISHING & BOATING SPOTS



- Easily Accessible
- Family Amenities
- Good Fishing Opportunities
- Recommended by Other Anglers

AMERICA'S TOP FAMILY FISHING & BOATING SPOTS SWEEPSTAKES

LAST CHANCE TO CAST YOUR VOTES

For your favorite
family-friendly
fishing and boating
parks in the U.S.

ENTER
SWEEPSTAKES



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Weekly Prize

CLOSE

Each week we will draw one person to win a **Get Started Fishing Kit** from Take Me Fishing. Visit us daily for additional chances to win.



Kit includes:

A South Bend® Spincast Combo Family Pack

An Eagle Claw® Tackle Kit

A Take Me Fishing™ 16 oz Tumbler

A Take Me Fishing™ Hat

A Take Me Fishing™ Luggage Tag

A Take Me Fishing™ Backpack

Grand Prize

CLOSE

One Grand Prize winner will receive a memory-making experience from Take Me Fishing: A 3-Night 4-Day Stay at the *Walt Disney World® Resort* including a Guided Fishing Excursion.



Package includes:

4-Days/ 3-Nights Hotel Accommodations
(One Standard Room) at the *Walt Disney World® Resort*

12 One-Day One Park Theme Park Tickets

One Guided Fishing Excursion for up to
4 people at the *Walt Disney World® Resort*

\$1,000 Visa Gift Card

\$500 Disney Gift Card



FOR IMMEDIATE RELEASE

Contact: Stephanie Vatalaro, RBFF, svatalaro@rbff.org, 703-778-5156

TAKE ME FISHING™ ANNOUNCES AMERICA'S TOP 100 FAMILY FRIENDLY PLACES TO BOAT AND FISH

Top 100 list released to encourage Americans to get out on the water during Fishing and Boating Week, June 1-8, 2014

ALEXANDRIA, Va. (May 15, 2014) — Napa Valley's Lake Berryessa is the first place on [Take Me Fishing's](#) first-ever [Top 100](#) Family Friendly List of Places to Boat and Fish. State parks from Florida, Texas, California, Missouri and Pennsylvania total, park and recreation areas in 24 states are represented in the Top 100.

The Recreational Boating & Fishing Foundation's (RBFF) [Take Me Fishing](#) is the nationwide vote to provide families and outdoor enthusiasts with a list of the best family-friendly places to experience the joys of boating and fishing up around the country. Criteria for the top places to boat and fish include being close to water within an hour of a major city and good fishing opportunities.

"We enlisted the help of state fish and wildlife agencies to identify popular fishing and boating enthusiasts who belong to our communities to vote for places that are easily accessible and where the fish are known to bite in their area," said President and CEO Frank Peterson.

TOP 100 FAMILY FISHING AND BOATING SPOTS IN AMERICA

Getting out on the water to boat and fish is one of the best ways to enjoy the outdoors and spend time with your family.

90% of Americans live within an hour of navigable water

3.5 MILLION miles of rivers in the United States

7,804 state parks in the U.S.

\$35* is the average annual cost of fishing license

The average cost of Waterpark season passes for fishing license

FAMILY-FRIENDLY PLACES TO BOAT AND FISH ARE:

- Recommended by other anglers (who have healthy bodies of water, easy to catch species)
- Near a public body of water (lake or river or ocean)
- Easily accessible (within an hour's drive of your big city!)
- Part of a state or city park with amenities such as parking, tables, playgrounds, fishing piers and/or boat ramps
- Full of fish (all stocking)



RESULTS



TOP 100 RESULTS

- ✓ Nearly 200,000 votes cast
- ✓ 26 states with a park in the Top 100
- ✓ California had the #1 spot; tied with Texas for each having 8 spots in the Top 100
- ✓ Florida, New York, Ohio and Pennsylvania each had 6 spots in the Top 100



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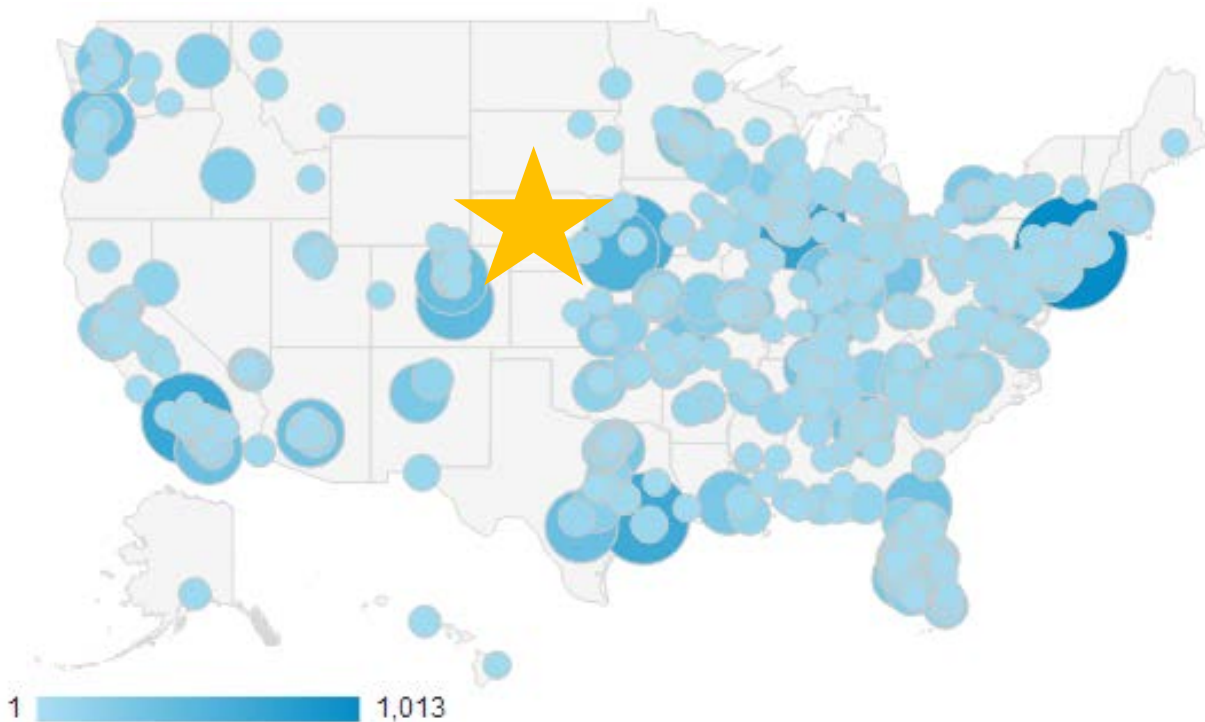


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Vote for your Favorite Parks & Enter
to Win a Family Fishing Adventure!

AMERICA'S TOP FAMILY
FISHING & BOATING
SPOTS SWEEPSTAKES

STATE INVOLVEMENT



TOP 10 VISITING U.S. CITIES

New York

Chicago

Los Angeles

Houston

★ Omaha

Lincoln

Colorado Springs

Portland

San Antonio

Denver



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MEDIA HIGHLIGHTS

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total impressions

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Posted: May 1...
Updated: Jun...
By Alexander...
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David Woo/Staff Photographer
Chris Puckett of Cedar Hill enjoys fishing at Joe Pool Lake next to Joe Pool Marina in Cedar Hill State Park on October 20, 2011.
By RAY SASSER
Staff Writer
rsasser@dallasnews.com
Published: 21 May 2014 07:42 PM
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FY16 DIRECTION &

NEXT STEPS



COMING SOON: TOP PLACES 2.0

- Refreshed creative
- Mobile component
- Hashtag strategy
- March launch date



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COORDINATING WITH STATES

- ✓ Reaching out soon to review parks list and share more specifics on timing
- ✓ RBFF will provide communications, social and PR templates



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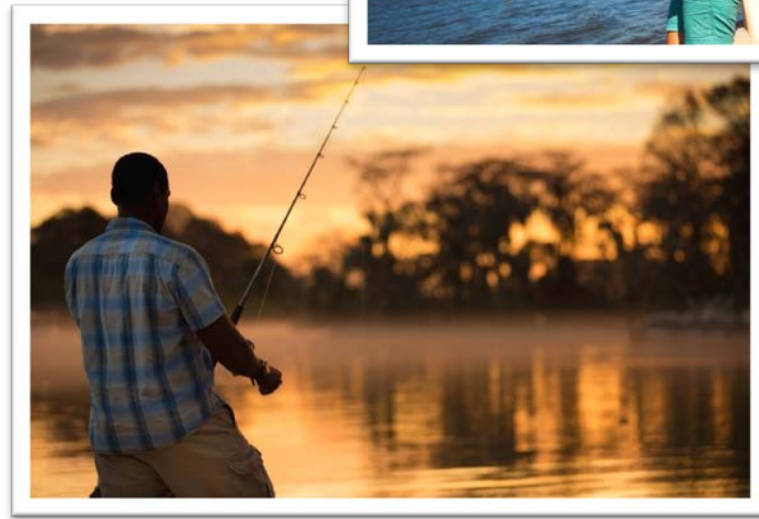
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RBFF RESOURCES



RESOURCES FOR YOU

- ✓ Marketing Materials
- ✓ Event Planning
- ✓ Photo Library
- ✓ Research
- ✓ Webinars



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[TakeMeFishing.org/corporate](https://www.TakeMeFishing.org/corporate)
“Resource Center”



“Pulled those
big bass in left
and right.”

Thank You