Overview

• Fishing & Boating Participation
• The Opportunity
  – New RBFF Strategic Plan
  – 60 in 60 Goal
• General Market Brand Campaign
• Hispanic Market Brand Campaign
• Content You Can Use
Participation Today
The Current Situation

46m ANGLERS
15% of the U.S. Population

87m BOATERS
27% of the U.S. Population

CHALLENGES:
Aging population + Increasing Diversity

CURRENT PARTICIPANTS:

- 65% Male
- 39% 45+
- 77% White, Non-Hispanic

Sources: RBFF/Outdoor Foundation, NMMA, USFWS, USCG
Leaky Bucket

6.1 million
new/returning participants
in 2015

Source: RBF/Outdoor Foundation

6.5 million
lost participants in
2015
The Opportunity
New Year, New Plan

Consumer Engagement

State Engagement

Industry Engagement
The Goal

60m Anglers

60 Months
R3: Recruit, Retain, Reactivate!
General Market Brand Campaign

TAKEMEFISHING.org
General Market Target Audiences

- Family Outdoors
- Outdoor Enthusiast
Media will invite our audience to celebrate the fun of escaping to a simpler time – connecting with family, friends and nature.

FY17 General Market Media Strategy
General Market Campaign Overview

<table>
<thead>
<tr>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
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<tbody>
<tr>
<td>TV &amp; RADIO</td>
<td>Disney</td>
<td>ESPN</td>
<td>ESPN</td>
<td>Digital Display</td>
<td>The Weather Channel</td>
<td>AccuWeather</td>
<td>quantcast</td>
<td>Digital Display</td>
<td>Disney</td>
<td>Digital Display</td>
<td>Outdoor Channel</td>
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SOCIAL

PPC

Digital Display

Google

Bing
Hispanic Market Brand Campaign

VAMOSAPESCAR.org
FY17 Hispanic Media Strategy

- Optimize digital efforts to more efficiently reach our KPI of site visits
- Revisit offline efforts to identify the opportunity to introduce TV on a national scale in addition to local radio support
- Identify and align tactics to support Influencer creative concept
Hispanic Market Campaign Overview

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<td>LOCAL RADIO</td>
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<td>ONLINE DISPLAY</td>
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Content You Can Use
#FirstCatch Campaign

• Tagboard on TMF
• Follow and use #FirstCatch
• See what consumers are posting
• Join the conversation
• Repost and share
• YouTube Video
TakeMeFishing.org

• Links to state agency pages
  – License purchase
  – Boat registration
  – Fishing reports
  – Other resources

• Link back to provide more info to consumers
Disney Alliance

• Follow Take Me Fishing and Vamos A Pescar channels
• Repost and share!
Top Places

• Press release template, social media posts
• Promote bodies of water on the list during National Fishing and Boating Week
• Brag about the great fishing and boating in your state
• Use as an opportunity to re-engage consumers
#VamosAPescar Campaign

- Follow and use #VamosAPescar
- See what consumers are posting
- Join the conversation
- Repost and share

Social Media Influencers
- Follow, share their posts

Resource Center
- Research/info to help reach Hispanic audience
Carlos Correa Partnership

- Engage the Hispanic Community
- Share social media posts
- Provides more content you can use

TAKEMEFISHING.org
VAMOSAPESCAR.org
<table>
<thead>
<tr>
<th>Month</th>
<th>Themes</th>
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</thead>
<tbody>
<tr>
<td>May</td>
<td>• Get ready for the season, get your fishing license, register your boat</td>
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<tr>
<td>June</td>
<td>• NFBW, Free Fishing Days, Great Outdoors Month</td>
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<tr>
<td>July</td>
<td>• Family and Friends Trips, Summer adventures, Outdoors plans</td>
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<tr>
<td>August</td>
<td>• Saltwater fishing, End of summer, last minute adventures</td>
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<tr>
<td>September</td>
<td>• Freshwater fishing, Wellbeing benefits, Hispanic Heritage Month starts</td>
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<tr>
<td>October</td>
<td>• Safety, Fly Fishing, Hispanic Heritage Month ends Oct 15</td>
</tr>
<tr>
<td>November</td>
<td>• Conservation, Aquatic resources, Tips, Ice Fishing awareness</td>
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<tr>
<td>December</td>
<td>• Time with family and Friends</td>
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<tr>
<td>January</td>
<td>• Ice Fishing, New year’s resolutions</td>
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<tr>
<td>February</td>
<td>• Types of fishing boats, Boat maintenance</td>
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<tr>
<td>March</td>
<td>• How to get started fishing and boating, How to Fish</td>
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Be a Guest Blogger

NEW OPPORTUNITY!

ALL BLOG ARTICLES

POPULAR BLOG TOPICS: FAMILY FISHING  HOW TO FISH  GEAR AND TACKLE

FISHING LURE TIP: TRY THE CHANGE-UP
BY ANDY WHITCOMB  04/21/2016
Baseball season is here.
READ MORE

3 TIPS TO PICK THE BEST ONLINE BOATING COURSE
BY TOM KEER  04/21/2016
It's boating season, so if you didn't have time to study this winter take an online...
READ MORE

HOW TO GIVE FISHING LINE A JIFFY
BY DEBBIE HANDS
Need to get a fishing line jiffy? No problem! Easy steps to get ready...
READ MORE

TakeMeFishing.org
April 26 at 7:05am · Ⓚ
Fishing and baseball have a few things in common! Do you know why? Check this out: http://ow.ly/4n4V6v

Fishing Lure Tip: Try The Change-Up
WWW.TAKEMEFISHING.ORG

Like  Comment  Share

60

16 shares
Resource Center

RESEARCH & REPORTS
Research on industry trends, audiences and programs to better guide your outreach efforts.
GET INFO

CONTENT YOU CAN USE
Add dynamic content to your site with our Map and educational videos.
GET INFO

MARKETING MATERIALS
Plan and execute your marketing campaign with the help of our logos, photos, and more.
FIND OUT MORE

WEBINARS & WORKSHOPS
Access materials from RBFF’s frequent webinars and its annual State Marketing

EVENT PLANNING & EDUCATION
RBFF has the resources you need to plan, promote and execute your event.

SWEEPSTAKES & PROMOTIONS
RBFF runs various promotions and sweepstakes throughout the year. Get

https://www.takemefishing.org/corporate/resource-center/
Our Vision

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.
Contact:
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Marketing Program Manager
jmartonik@rbff.org

THANK YOU!