



Lake Champlain
International

Clean Water. Healthy Fish. Happy People.

2024 EVENT SPONSORSHIP DECK



LAKE CHAMPLAIN IS THE SIXTH LARGEST INLAND WATERBODY IN THE UNITED STATES - AND A VITAL ECONOMIC ENGINE FOR THE COMMUNITIES THAT SURROUND IT

We depend on the lake for fishing, swimming, boating, and other recreational pursuits. It also provides drinking water to 200,000 people and many are dependent on the lake for jobs, recreation, and quality of life.

Established in 1998, Lake Champlain International (LCI) is a federally acknowledged nonprofit organization. Our mission is to keep the lake swimmable, drinkable, and fishable if we are to maintain our quality of life and that of future generations.

LCI's efforts encompass organizing events, engaging in advocacy, delivering educational initiatives, and running grassroots campaigns, all with the aim of linking individuals to our water assets, preserving the angling heritage, and fostering responsible care for this vital resource.

Your work at Lake Champlain International has been instrumental in securing the future of Lake Champlain. All of us who enjoy its waters every year are very grateful for your dedication.

SENATOR PATRICK LEAHY

I want to extend my appreciation to Lake Champlain International (LCI) for the tremendous work you have done in promoting, advocating for, and defending Lake Champlain the the many benefits it provides to the State of Vermont.

GOVERNOR JAMES DOUGLAS

Lake Champlain has over 90 species of fish and is considered one of the best bass fishing lakes in the Northeast, recently ranked as the sixth-best lake in the region by Bassmaster Magazine.



LAKE CHAMPLAIN ANNUAL EVENTS

43RD ANNUAL LCI FATHER'S DAY DERBY PRESENTED BY YAMAHA

JUNE 15-17, 2024

One of the largest celebrations of family, friends, and fishing – the 3 day event draws in more than 5,000 participants from over 30 states who enjoy the beauty of Lake Champlain and the fun of fishing.

There are 11 different species of fish you can target in the derby broken into seven different categories catered to anglers of all ages and skill levels from kids, women, family, and team registrations.

Catch, weigh and release is the motto for anglers hoping to win hundreds of prizes.

“My father and I have been doing this derby every year since I was 6 ... I'm 32 now ... for the last 3 years, my wife and father-in-law have joined us on the boat. It's something we look forward to every year. Whether we catch the big one or not we still cherish the time together. Thank you LCI for all the memories made and those yet to come.”

NICK ARNOLD, PERU, NY



**LCI ENCOURAGES CATCH AND
RELEASE, AND 90% OF ENTRIES ARE
RELEASED ALIVE**

Eligible species include bowfin, brown trout, carp, channel catfish, lake trout, landlocked salmon, largemouth bass, northern pike, rainbow trout, sheepshead, smallmouth bass, walleye, and yellow perch.

LITTLE ANGLER'S DERBY PRESENTED BY RAY'S SEAFOOD

JUNE 15, 2024

Held on the same weekend as the LCI Father's Day Fishing Derby, little anglers have a chance to compete as well.

The free event is open to children 14 years and younger with no experience necessary. We supply fishing rods and bait to anyone who does not have their own equipment. Every participant will leave with a new fishing pole courtesy of Ray's Seafood Market and Restaurant.

Our youth and education programs connect kids with the outdoors by providing the equipment and guidance to get started in fishing. We show kids the fun and food that a day on the water can provide while teaching valuable life skills.

It's up to us to set an example and provide guidance so that the next generation grows up with an appreciation and understanding of our natural resources.



LCI CHAMPLAIN BASIN DERBY

APRIL 6, 2024 - MARCH 31, 2025

The LCI Champlain Basin Derby is the evolution of our venerable all-season tournament offering year-round fishing in any public lake, pond, and stream in the Champlain basin.

Eligible species include bowfin, brook trout, brown trout, carp, channel catfish, lake trout, landlocked salmon, largemouth bass, northern pike, rainbow trout, sheepshead, smallmouth bass, walleye, white perch, and yellow perch.

LCI BASS OPEN

SEPTEMBER 1, 2024

LCI Bass Open September 1, 2024 Lake Champlain is consistently ranked as one of the best bass fisheries in the country by national publications and professional anglers alike.

LCI brings competitive bass fishing to Lake Champlain, as 2-person teams head out of Malletts Bay after their best six bass. The exciting one-day event is open to anglers of any ability to experience bass fishing at its best.



“one of the best bass fishing destinations in the country...a beautiful lake that all anglers must visit once in their lives.”

OUTDOOR LIFE MAGAZINE



PARTNER WITH US TO ENHANCE FAMILY EXPERIENCES AND BOOST YOUR BRAND, SALES, AND DIGITAL REACH THROUGH UNIQUE SPONSORSHIP OPPORTUNITIES



Reach the whole family in a relaxed environment that provides time and opportunity for brand engagement



On average, we engage our audience for 6-8 hours, making it a tough contender for any other event or media property!



A natural environment for product sampling – gain on-site vending rights and distribute samples at concession stands, driving traffic to retail outlets



We are proud to return as the title sponsor of the Father's Day Derby. Both LCI and Yamaha share a passion for fishing and for supporting causes that benefit family, friends, and protect our sport.

DAVID ITTNER, TOURNAMENT MANAGER YAMAHA MARINE GROUP



WOKO and our family of radio stations have supported the LCI Derbies every year because they create revenue and excitement for our communities and give us a promotional opportunity to speak to our listeners.

DAN DUBONNET, SENIOR VICE PRESIDENT WOKO



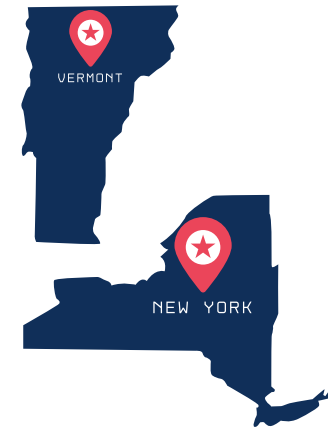
Sponsoring the LCI Derby for the past few years has given Traxstech the opportunity to introduce our quality fishing equipment and share our boat rigging knowledge with thousands of fellow anglers. This has opened the door of the marine industry on the East Coast for us.

JEFF MILLER, TRAXSTECH



The LCI Derby weekend is by far our largest volume weekend for the year. Bringing more customers to our business is what the LCI does for The Bay Store in St. Albans Bay. Weekends like this weekend are vital to our business.

MARK KRESSER THE BAY STORE, ST. ALBANS BAY, VT



GAIN THE ATTENTION OF SEVERAL COMMUNITIES IN THE REGION WITH A MAXIMUM FOCUS ON ST. ALBANS, NORTH HERO, SOUTH HERO, COLCHESTER, BURLINGTON, CHARLOTTE, ADDISON, ORWELL, ROUSES POINT, PLATTSBURGH, WILLSBORO, WESTPORT, WHITEHALL

\$30,000+
LOCAL
ADVERTISING
VALUE

600,000
RADIO IMPRESSIONS

230,175+
FACEBOOK REACH

10,000
PUBLICATION CIRCULATION

24,000+
REACH THROUGH DIRECT MAIL

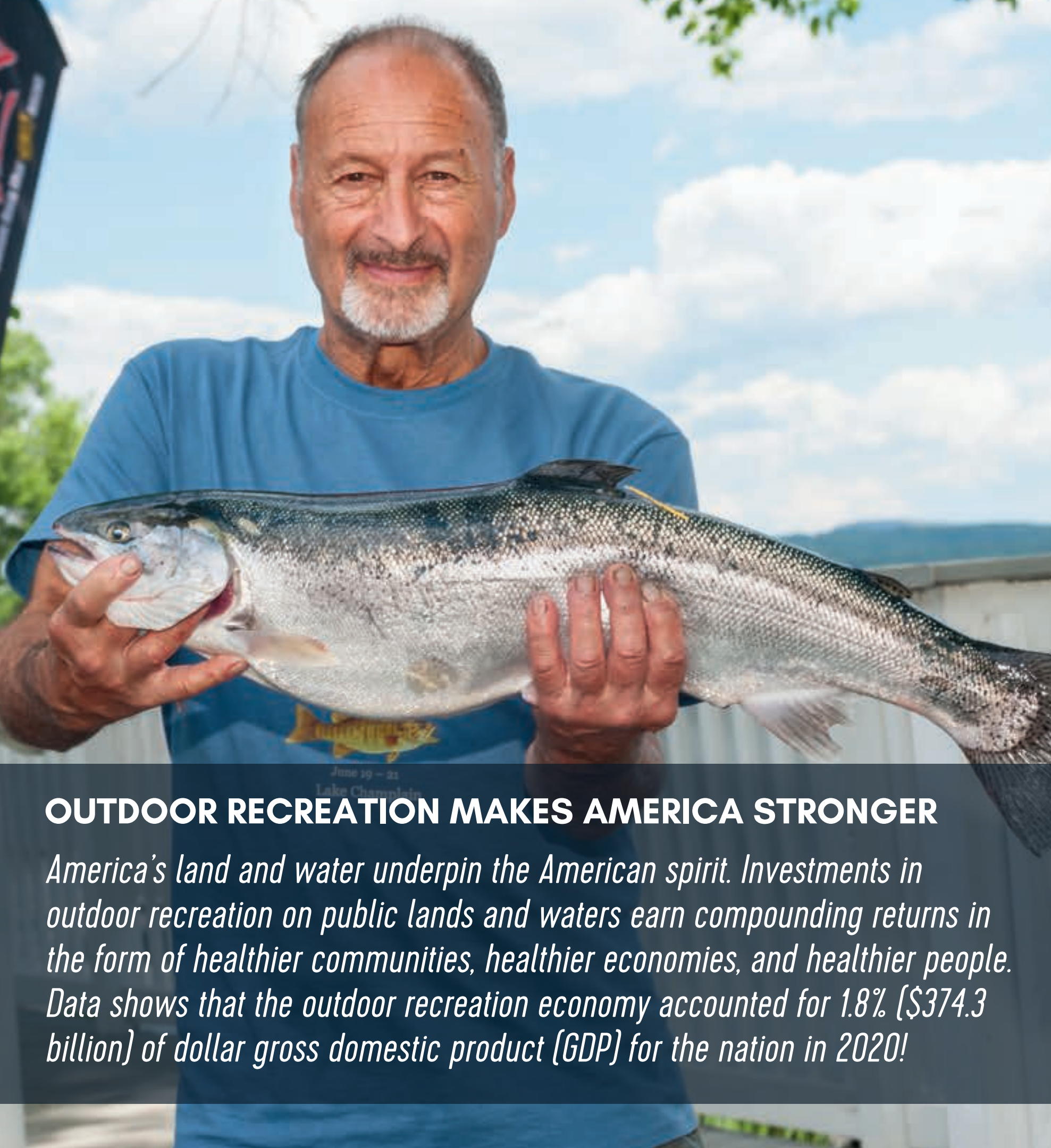
8,185+
EMAIL DATABASE

30%
OPEN RATE

16,345
UNIQUE VISITORS (JUNE 2023)

81,130+
PAGE VIEWS (JUNE 2023)

42,000
WEBSITE VISITORS DURING
FATHER'S DAY DERBY
WEEKEND



PARTICIPANTS HAVE A STRONG SENSE OF COMMUNITY AND FOSTER LOCAL ECONOMIC GROWTH BY FILLING HOTEL ROOMS AND RESTAURANTS, EQUIPMENT RENTALS, AND A RANGE OF WEEKEND EXPENSES SPENDING ANYWHERE FROM A FEW HUNDRED TO THOUSANDS OF DOLLARS.

54%
25-54 YEARS OLD

65% MALE
35% FEMALE

50%
\$50,000 - \$99,000

19%
\$100,000+

CROSS OVER OUTDOOR ACTIVITIES



HUNTING



CAMPING



HIKING

OUTDOOR RECREATION MAKES AMERICA STRONGER

America's land and water underpin the American spirit. Investments in outdoor recreation on public lands and waters earn compounding returns in the form of healthier communities, healthier economies, and healthier people. Data shows that the outdoor recreation economy accounted for 1.8% (\$374.3 billion) of dollar gross domestic product (GDP) for the nation in 2020!

MAJOR SPONSORS

CATEGORY EXCLUSIVITY

**\$10,000 (CASH INVESTMENT)
OR \$15,000 (PRODUCT INVESTMENT)**

PRE-EVENT MARKETING & COMMUNICATION

- Radio Mention (WOKO, WIZN, WKOL)
- Press Release to national and local media
- LCI Website: Linked logo
- Online Registration: Sponsor logo
- Facebook Posts
- Newsletter Blast: Thank you from our sponsors
- Newsletter: Advertorial & promotional offer to full database
- Newsletter Blast: Linked logo
- Logo and advertorial in direct mail event brochure
- Logo on LCI Derby Guide
- Logo on Derby T Shirt

WEIGH STATIONS*

- Company Activation Booth
- Banner Display
- Product and Promotional material distribution

MAIN EVENT & AWARDS CEREMONY

- Company Activation Booth
- Banner Display
- Product and Promotional material distribution
- Multiple MC Mentions thanking sponsors

**13 Weigh Station Locations: St. Albans, VT; North Hero, VT; South Hero, VT; Colchester, VT; Burlington, VT; Charlotte, VT; Addison, VT; Orwell, VT; Rouses Point, NY; Plattsburgh, NY; Willsboro, NY; Westport, NY; Whitehall, NY*

OFFICIAL SPONSORS

**\$5,000 (CASH INVESTMENT)
OR \$10,000 (PRODUCT INVESTMENT)**

PRE-EVENT MARKETING & COMMUNICATION

- Radio Mention (WOKO, WIZN, WKOL)
- LCI Website: Linked logo
- Online Registration: Sponsor logo
- Facebook Posts
- Newsletter Blast: Thank you from our sponsors
- Logo on LCI Derby Guide
- Logo on Derby T Shirt

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SUPPORTING SPONSORS

\$2,500 (Cash Investment)
OR \$5,000 (Product Investment)

PLEDGE SPONSORS

\$1,250 (Cash Investment)
OR \$2,500 (Product Investment)

DONORS

<\$1,250 Cash Investment)
OR <\$2,500 (Product Investment)

PRE-EVENT MARKETING & COMMUNICATION

- LCI Website: Linked logo
- Facebook Posts
- Logo on LCI Derby Guide

- LCI Website: Linked logo

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International

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LIZ EHLERS

TOURNAMENT DIRECTOR



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