



## ABOUT HOSTING AN AFFILIATE EVENT

Fly Fishing Film Tour Canada invites you to bring the F3T to your community through the F3T “Affiliate Program” and increase the awareness of fishing through a staged event featuring our powerful films. We offer a proven way to entertain and motivate audiences in your town. The event can be used to raise funds for a local or national organization, gain exposure for an environmental campaign and create exposure for local fishing retailers. We encourage you to consider joining with others who have introduced this inspiring event to their community.

It is easy and affordable to host a screening. We provide a turnkey event complete with all the films, promotional materials and proven online capability for ticket sales. You have to select and book an appropriate venue and then reach out into your community to bring together your audience. An event can be hosted within a few weeks if you already have a well-defined audience. As an Affiliate you are not restricted to a beginning of the year event. End of the year events have proven to be equally as successful and we encourage you to consider this option.

For the established fly fisher the event provides inspiration before the new season kicks off. For the novice it is an introduction to broader fly fishing experience and an opportunity to “hang out” with the experts. For the fishing industry as a whole it is a unique opportunity to introduce new products to a responsive customer. Many audience members do not fish but nevertheless have enjoyed the beauty and excitement of the film and the overall entertainment provided by the event. As such it should also be considered as an effective fundraiser for sporting clubs, charitable and other organizations.

If you are interested in hosting an Affiliate Event, please review the hosting guidelines. Please note that the Affiliate Program has been set up to be independent of the Primary Tour and the F3T staff do not travel to your venue. You pick the date that works for you, find a suitable venue and we will then help build your program and provide you with a BluRay that is properly formatted and ready to go!

If you have questions or want more details please contact us at [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)

## MARKETING SUPPORT FOR F3T

Blu Rays

Posters and Tickets

Promotional “Swag” Package – Includes selected materials from F3T sponsors that can be used as giveaways and door prizes

Social Media Recognition

Online Ticketing & Event Page – Customizable and includes links to relevant sources, websites and sponsor recognition

## PRICING FOR F3T AFFILIATES

Event Licensing Fee: \$1000 plus provincial tax

This includes:

The F3T fly fishing film on a ready to play BluRay

F3T Promotional Package including collateral and sponsor “swag” for advertising, giveaways and door prizes

Customizable Posters and Tickets

Event promoted and scheduled through the F3T website & social media (and their key affiliates social media pages)

Online ticket sales through the F3T online ticketing system.

Telephone & E-mail support, where needed, from the F3T staff.

## GUIDELINES FOR HOSTING A FLY FISHING FILM TOUR AFFILIATE EVENT

### Getting Started:

Contact the F3T by email [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)

2. Find a suitable venue location and select preferred date(s)

Indicate your interest and timing and submit an Application to [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)

4. Read and sign Affiliate Terms & Conditions and submit to [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)

5. After review we will mutually agree on the venue location and date to be added to the Tour Calendar

6. Send in non-refundable deposit of \$500 no later than 60 days prior to event. We accept E-transfer to [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca), cheque (contact us for info) or we also accept credit cards over the phone.

Balance owing must be paid within one week after hosting the event.

\*All bookings are subject to Terms & Conditions

### On-Line Ticketing

An on-line ticketing service can be provided by F3T to enhance event ticket sales.

Revenues generated from all tickets sold through this on-line service will be discounted 5% from face value to cover handling costs

Net revenues from on-line ticket sales will be sent 14 days after receipt of Blu Ray and extra marketing materials.



## FLY FISHING FILM TOUR CANADA INDEPENDENT PROMOTION EVENT TERMS & CONDITIONS

F3T Canada tours the country with a hosted Fly Fishing Film Tour (F3T) event schedule. F3T reserves the right for “first play” of the F3T in those cities designated on the hosting schedule. Cities that are not on the hosted tour schedule are open to applications for Independent Promotion (IP) events.

Cities that are included for the F3T hosted tour can be available for IP events after the “first play” date scheduled for the tour.

All Marketing materials (i.e. graphics and posters other than original’s provided by F3T must be approved by F3T before using - we prefer you use our creative, however, if timing is an issue, we can go forward with the IP host recommendations, if appropriate).

All applications for the F3T Independent Promotion (IP), must be completed and submitted in full before a location and date can be determined. Applications for all IP event requests will be processed on a first come first served basis.

Theater booking confirmation and all payments and liabilities relating to the use of the theater, staging the event and local promotional activities are the responsibility of the Applicant.

After the application is approved a \$500 non refundable deposit is required to confirm the booking. After receipt of this deposit all advertising and promotional materials relevant to the event will be posted on to the F3T Canada website. Promotional materials will be sent out either no later than 3 weeks before the scheduled event or when the deposit is received.

Payment in full is due 7 days after the event date. All collateral materials including the F3T program Blu Ray must be returned to F3T Canada within 14 days following the last scheduled event. Applicants are strictly prohibited from making a replica or copy of the F3T program Blu Ray.

By signing application the applicant agrees to all Terms and Conditions set forth for this Agreement.

Will you be using the online tickets service provided by F3T Canada:

YES       NO

By checking Yes above and signing below you agree that the total revenue from ticket sales sold on the F3T website will be discounted 5% to cover merchant fees and charges.

I have read and understand the Fly Fishing Film Tour Licensed Event Terms & Conditions

\_\_\_\_\_  
Applicant Name (print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit by email to [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)



F3T INDEPENDENT PROMOTION APPLICATION

Organization: \_\_\_\_\_

Event Coordinator (contact person): \_\_\_\_\_

Phone: \_\_\_\_\_

Email \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_

Postal code: \_\_\_\_\_

Website: \_\_\_\_\_

Brief description about your company or organization: \_\_\_\_\_

Have you attended a Fly Fishing Film Tour Film Festival? If so, where?

How did you first hear of the film festival?

Proposed city/province for event \_\_\_\_\_

Proposed date for event \_\_\_\_\_

Anticipated audience size. # persons \_\_\_\_\_

Estimated ticket price (F3T shows are \$15 advance and \$20 at the door when hosted by headquarters) \_\_\_\_\_

Name of proposed

venue \_\_\_\_\_

Will you be highlighting an environmental/conservation campaign or other charity organization? \_\_\_\_\_

What will the event proceeds be used for?

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please submit by email to [info@flyfishingfilmtour.ca](mailto:info@flyfishingfilmtour.ca)