



November 24, 2017

Dear Business Owner,

The Valdez Fish Derbies is now 56 years since inception and holds the prestige as the longest existing Fishing Derby in the great State of Alaska. We are asking for your support for the 2017 season. The Valdez Fish Derbies promotes sport fishing which contributes greatly to our economy and to our community. Businesses and organizations who provide services related to sports fishing support locals, as well as the visitors from throughout the state and even international visitors. These visitors utilize not only businesses focused on sport fishing, they also contribute to the health of our economy as a whole. Sport anglers support all types of businesses, from coffee shops, restaurants to hardware stores and auto mechanics. Simply put, visitor business is a huge contributor to the Valdez economy.

The mission of the Valdez Fish Derbies is to promote Sport Fishing in Valdez. With the help of our sponsors we market extensively throughout Alaska and to visitors outside Alaska. Our events are timed to help lengthen our sports fishing season. We have three primary events throughout the summer. The Halibut Hullabaloo, which runs in mid-June to promote additional visitors during the start of the summer, the Kids Pink Salmon Derby, which is timed prior to the Silver Salmon Season, and the Women's Silver Salmon Derby that is scheduled before the silver season reaches its peak in the second half of August. These three events help promote additional business prior to the peak fishing by filling hotel rooms and RV parks at a time they otherwise would not be full. We use these events to promote sport fishing in Valdez and encourage our sponsors to participate in them and take advantage of the many marketing opportunities they provide.

The past summer of 2016 had several highlights that included; The Kids Derby on July 23rd where the derby passed out over 300 t-shirts to children fishing in Valdez. Many of the children participating were not only local but from out of town and even out of state. The 2016 Women's Silver Salmon Derby Opening Ceremony event held on August 12th once again had a full house in attendance at the Valdez Civic Center.

As we look forward to the 2017 fishing season, we are filled with both anticipation and excitement. We have a marketing plan in place to promote sport fishing in Valdez. As a nonprofit, the Valdez Fish Derbies sole purpose is promoting fishing in our community, bringing customers to your door step that is direct benefit you will receive from our efforts. Your sponsorship will help us do our job of promoting sport fishing in Valdez.

We encourage you, our customer, to make a Valdez Fish Derby sponsorship as part of your business marketing package. With your sponsorship, you will be stimulating both the Valdez economy as well as your business.

Thank you in advance for your consideration given this request for supporting sport fishing in Valdez. Please feel free to contact the Valdez Fish Derbies Coordinator directly at (907) 255-4727 if you have any questions or need additional information.

Fish On!

Doug Desorcie
Valdez Fish Derbies Coordinator