January 15, 2018

Dear Business Owner,

The Valdez Fish Derbies in now 57 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 2018 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. 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. The final primary event is 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 events to promote sport fishing in Valdez and encourage our sponsors to participate in them and take advantage of the man marketing opportunities they provide.

The past summer of 2017 has had several highlights that included; The Kids Derby which was held on July 22nd brought in lots of participants and big fish. A 10.12-pound Pink Salmon was brought in as a new record for the Kids Derby. The Derby passed out over 300 t-shirts to children fishing for Pink Salmon in Valdez. Many of the children participating were not local but from out of town and even out of state. The 2017 Halibut Derby which ran from May 20th thru September 3rd was an exciting fishing season. On August 6th an angler caught a BIG Halibut which weighed in at 374.0 pounds, a Valdez new record. The 2017 Women’s Silver Salmon Derby Opening Ceremony event was held on August 11th and once again had a full house in attendance at the Valdez Civic Center.

As we look forward to the 2018 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 to promote fishing in our community, bring customers to your door step which is direct benefit you will receive from our efforts. Valdez Fish Derbies is run by a volunteer board of directors who hire a few part-time employees and recruit scores of volunteers. The Fish Derbies run mid-May through Labor Day and provide a huge economic benefit to the community all summer long. Your sponsorship goes directly to running the derbies ...and your prizes and sponsorship go a long way. Your sponsorship will greatly help us do our job in promoting sport fishing in Valdez.

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

Best Regards and Fish On!

Dana Morales

Valdez Fish Derbies, Inc.