



Minnesota Kayak Bass Fishing League

2023 Sponsorship Levels

We are an IRS recognized 501(c)(3) organization.

League Sponsors

We are seeking sponsors to offset our annual operating costs, to purchase marketing material, and to expand membership. Marketing opportunities include league-wide promotions, social media engagements, and hosted site visits. These sponsorships are annual.

Tournament Sponsors

We are seeking sponsors to offset overhead expenses associated with running tournaments and to provide material and financial incentives to our tournament anglers. Marketing opportunities include tournament promotions, social media engagement, and on-site meetings. These sponsorships are tournament specific.

MinnYak Team Sponsors

We are seeking sponsors to offset travel, lodging, and tournament expenses for our MinnYak Team members. These anglers are selected based on their performance in our Angler of the Year race with the goals to travel to regional and national competitions and represent our organization as competitors. They will be branded with MinnYak and Sponsor Logos. Marketing opportunities include MinnYak Team specific apparel, social media engagement, and on-site meetings/seminars.

Contact Information

Please feel free to contact us at any time with any questions or inquiries.

Joey Vanyo
President
P: 952-491-1462
E: president@minnyak.com

Scott Stuhlmann
Vice President
Committee Chairman
P: 512-653-1641
E: vice.president@minnyak.com

Sponsor & Affiliations Sub-Committee
General Inquiries and Sponsor Submissions
E: affiliation@minnyak.com



Minnesota Kayak Bass Fishing League

Sponsor Engagement Form

We would like to sponsor the Minnesota Kayak Bass Fishing League. As a sponsor, we agree to provide the following donation:

Sponsorship Information

Please indicate your desired cash donation level

League Level Sponsorship

- Level 1 - \$500-\$999 \$ _____
- Level 2 - \$1000-\$1499 \$ _____
- Level 3 - \$1500-\$2499 \$ _____
- Level 4 - \$2500+ \$ _____

Tournament Level Sponsorship

- Level 1 - \$0-\$100 \$ _____
- Level 2 - \$101-\$500 \$ _____
- Level 3 - \$501-\$1000 \$ _____

Tournament Location _____

Tournament Level Addon

- Big Bass Pot- \$1+ \$ _____

Team Level Sponsorship

- Level 1 - \$500-\$1999 \$ _____
- Level 2 - \$2000+ \$ _____

Donation payments may be sent directly to MinnYak via this PayPal link. This form may be emailed to affiliation@minnyak.com



Scan. Pay. Go.

Sponsors may complete the entire form and donation process by visiting www.minnyak.com/donate.

We are also interested in donations of material items to be used by your members. (We will ask you to provide an itemized inventory of all items along with retail values and/or an expense receipt showing the costs for each item.)

We are also interested in providing a discount code or link for your members.

Business or Individual Name _____

Address _____

City, State, Zip _____

Business Website _____

Contact Person, Title _____

Contact Phone _____

Contact Email _____

MinnYak requests that you provide all logos and promotional artwork in vector format. We will work directly with sponsors to adjust items to fit into the applicable locations. Please email all artwork to affiliation@minnyak.com.



Minnesota Kayak Bass Fishing League

League Level Sponsors

League level sponsors are asked to provide most of their sponsorship in the form of a cash donation. We will work with sponsors individually to add material and promotional items which may move them into a higher sponsorship level. Promotional items provided and discount codes will only be available and distributed to active members. Promotional items may be distributed to non-members during membership drives and social media events. Potential Level 4 sponsors are asked to contact MinnYak directly to discuss a custom co-marketing plan.

League Level 1 (\$500-\$999)

A Level 1 sponsor will be given logo placement on large series wide promotional items. This would include print banners, digital banners during member-special social media events, and a one-time public facing welcome aboard. Level 1 sponsors will also be listed in the sponsors page on the MinnYak website and social media groups. Any league specific codes or discounts provided and direct website links to the sponsor's desired page will be made available to members only.

League Level 2 (\$1000-\$1499)

A Level 2 sponsor will be given all benefits of a Level 1 sponsor as well as logo placement on any distributed promotional items such as banners and emails. Opportunities exist for a sponsor to be promoted into this level with a minimum \$750 cash donation and material donation provided the total cash donation and retail price for the material donation exceeds the \$1000 threshold. A Level 2 sponsor can expect to have a minimum of 1 public-facing and 3 member-facing promotions via social media.

League Level 3 (\$1500-\$2499)

A Level 3 sponsor will be given all benefits of Levels 1 & 2 as well as logo placement on annual league-specific apparel. Logo will be displayed at the tournament management website (tourneyx.com) and visible to any public viewer. Opportunities exist for a sponsor to be promoted into this level with a minimum \$1,125 cash donation and material donation provided the total cash donation and retail price for the material donation exceeds the \$1500 threshold. A Level 3 sponsor can expect to have a minimum of 2 public-facing and 5 member-facing promotions via social media. One public facing promotion may include a live streamed event with a sponsor representative remotely present.

League Level 4 (\$2500+)

A Level 4 sponsor will receive all benefits of Levels 1 & 2 & 3 in addition to prime logo placement on all series and tournament promotional items/apparel. Any sponsor interested in Level 4 sponsorship is asked to contact MinnYak directly to discuss donation amounts and to establish a custom co-marketing plan. A Level 4 sponsor can expect to have a minimum of 5 public-facing and 12 monthly member-facing promotions via social media.



Minnesota Kayak Bass Fishing League

Tournament Level Sponsors

Tournament level sponsors are encouraged to provide most of their sponsorship in the form of a cash donation but may provide any cash, material, or promotional donation they deem necessary. Promotional items provided and discount codes will only be available and distributed to active members and tournament participants. Tournament sponsors looking to donate more than \$1000 are encouraged to contact MinnYak directly to discuss possible League and Tournament Sponsorship combinations.

Tournament Level 1 (\$1-\$100)

A Level 1 sponsor will be given logo placement on pre-tournament captain's meeting and/or awards ceremony media. Level 1 sponsors can expect to also receive a minimum of 1 public-facing welcome aboard social media post.

Tournament Level 2 (\$101-\$500)

A Level 2 sponsor will be given all benefits of Level 1 sponsorship as well as logo placement on tournament identifiers and tournament-specific promotional items and social media posts. Level 2 sponsors can expect to be mentioned by name in any social media post related to a specific event.

Tournament Level 3 (\$500-\$1000)

A Level 3 sponsor will be given all benefits of Levels 1 & 2 as well as logo placement on the tournament management website (tourneyx.com). All Level 3 sponsors will be listed on the MinnYak sponsor web page. Level 3 sponsors can also expect to be offered on-site exposure for pre- or post-tournament activities. (This could include captain's meetings, awards ceremonies, or dedicated pre-tournament visits.) Level 3 sponsors will be able to select the event that they wish to be associated with on a first-come, first-serve, basis.

Big Bass Sponsor (\$1 +)

A Big Bass Sponsor is providing or supplementing an angler side pot for the largest fish scored during the event. These are extremely popular amongst tournament kayak anglers. Big Bass sponsors can either provide a cash donation or provide a product package. A Big Bass sponsor can expect to be included in tournament-specific social media posts as well as mentioned during an event-specific awards ceremony.



Minnesota Kayak Bass Fishing League

MinnYak Elite Team Sponsors

Team sponsors are encouraged to provide their sponsorship in the form of cash donations. These funds will be used to pay tournament entry fees, provide group housing, and offset travel costs for the MinnYak Elite Team members. The MinnYak Elite Team will be comprised of our top anglers. These individuals will represent our organization and sponsors as they compete in national competition. This group of individuals will draw attention from the entire kayak community and the potential exposure is exponential.

Many team events occur towards the end of the normal MinnYak season. Team Level sponsors will get the added benefit of a full season of logo placement (depending on sponsorship date) as well potential exposure at Elite-Level national events as our members travel and compete. Examples of Elite-Level national events include BASS Nation Kayak Championship which is held in conjunction with the highly recognized Bassmaster Classic, KBF National Championship, Hobie B.O.S. Tournament of Champions, and the All-American Kayak Classic. Some of these events will have dedicated slots for our organization and others will be individually earned through each organization.

Team Level 1 (\$500-\$1999)

A Level 1 sponsor will be given logo placement on all team apparel and on the MinnYak sponsors web page. Level 1 sponsors will be offered the ability to negotiate for public and/or member promotional postings via social media or the MinnYak website.

Team Level 2 (\$2000+)

A Level 2 sponsor will be the Elite Team's primary sponsor. This sponsor will get all benefits of Level 1 sponsorship and primary logo placement on all team apparel. This sponsor will also receive logo placements for all of those listed for the League Level 4 sponsorship. (Because of league sponsorship commitments, dimensions may be equivalently sized or smaller.) Any sponsor interested in Level 2 sponsorship is asked to contact MinnYak directly to discuss donation amounts and to establish a custom co-marketing plan.



Minnesota Kayak Bass Fishing League

Logo Placement Examples



Tournament Identifier examples



Series Banner Example



Jersey Logo Examples