



Canadian Outdoor Sport Shows Inc.
t/a Competitive Sport Fishing League
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October 19, 2020

RE: GANANOQUE CUP

Proposed Event Date: September 17, 18 & 19, 2021

The CSFL, celebrating 25 years in 2021, is hoping to establish a longterm partnership with the community of Gananoque in creating the fourth Annual Cup stop, slated for September 17, 18 & 19, 2021, establishing an annual three day tournament during the off season bringing anglers from both Canada and the US prior, during and even after the event.

The CSFL currently operates over 20 annual events in Ontario including the Canadian Open, three established Pro Bass Cup events from Lake Simcoe to Lake St. Frances, the Bassmania Tournament Trail, the Canada US Walleye Tournament, the Great Salmon Hunt with 12 weigh stations spanning from St. Catherine to Weller's Bay (Quinte West) and the producers of The Spring Fishing and Boat Show with a 125,000 sq. ft. foot print, over 200 vendors and nearly 30,000 annual guests, the CSFL is everything fishing.

The CSFL is confident the Gananoque Cup, like other Cup series events, will continue to attract top anglers from Ontario, Quebec and the US showcasing the fishery, with the likes of competitors such as Canadian fishing celebrity icon Bob Izumi and Bassmaster Elite Anglers Cory and Chris Johnston.

Competitors will make their way to Gananoque to pre-fish throughout the summer, and during official pre-fish the week prior to the event. Gananoque will become home to all competitors utilizing local hotels, restaurants, shops, and gas stations showing immediate economic benefits. At previous events, we have conducted Economic Impact Surveys which confirmed the economic long term benefit that high profile fishing events bring to communities. We aim to encourage recreational anglers to visit this world-class bass fishery, benefiting local businesses catering to these anglers chasing the monster bass that lurk the shores, making Gananoque a natural location to host a high profile bass tournament.

The Gananoque Cup is projected to payout a \$50,000.00 purse, limited to 80 teams made up of two anglers per team, coming from various areas of Ontario, Quebec, the United States and possibly eastern Provinces as other cup events have.

The Gananoque Cup will have exposure on multiple platforms, including print, broadcast and social media in promoting Gananoque and the St. Lawrence River as a fishing destination for all anglers. (Trade Shows are still questionable for 2021).

The CSFL produces a top quality show for all ages, not only showcasing the anglers' results of the day but also educating the public in proper fish care. In addition, the CSFL also produces a top quality online viewing experience for spectators via live stream channel with international exposure through multiple CSFL managing platforms alluring future prospects for the community. In advance, the tournament will be promoted through outdoor media outlets in Canada and the USA. It is

important to note that the international angling community is very active on social media and promotion of this event will travel far and wide. Once approved, this event would be added to our website and forwarded to a majority of fishing related sites. It would be advertised at industry related trade and consumer shows as well on social media. The event itself will be live streamed and broadcasted through FaceBook Live which has a large outreach. In 2020 our online outreach exceeded 500,000 impressions.

Sponsorship Request:

We are requesting a grant of \$20,000 and good in kind of all the parks needed for the event, allowing the grant to cover the costs associated with the event for example accommodations, food, fuel, staffing, to name a few, including generating event awareness throughout the fishing community with various advertising campaigns. With these costs covered, we would be able to utilize participant entries to increase the payout structure ensuring a full field.

About Us:

The Competitive Sport Fishing League is the leading tournament series in Canada, offering diverse events that cater to every level of anglers from experienced Pros to Amateurs being introduced to the sport. To date the Competitive Sport Fishing League has successfully operated over 750 events, released thousands of fish and have hosted anglers from across the world throughout during our 24 years of operation! Fish care is our top priority. Since the conception of the CSFL in 1995, fish care has always been a major component in our series. Today we utilize the in water weigh in system developed through Queens University, including the technology of properly regulated aerated tanks, water weigh-in scales and state of the art live release boats to enable the safe return of the resource, ensuring the future of the sport. We have released over 1,000 fish per day with less than 1% mortality rate.

We thank you for your time and consideration. If you require anything further, please do not hesitate to contact us.

**CANADIAN OUTDOOR SPORT SHOWS INC.
t/a COMPETITIVE SPORT FISHING LEAGUE**

Per:



Andrew Pallotta

WE hereby acknowledge and confirm the above noted proposal with Canadian Outdoor Sport Shows Inc. t/a Competitive Sport Fishing League.

DATED at _____, this _____ day of _____, 2020.

THE CORPORATION OF THE TOWN OF GANANOQUE

Per:

Name:

Title: