



2018 Overview

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REGISTERED
VEHICLES

PLEASE
TAKE ONE



WELCOME TO
TROUTFEST

GUADALUPE RIVER TROUT UNLIMITED



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GRTU Troutfest Texas 2018 Overview



GRTU's Troutfest Texas is the largest event of its kind in Texas and brings out a crowd of over 3,000 people interested in fly fishing and preserving and protecting cold water fisheries.

The event is hosted by the Guadalupe River Chapter of Trout Unlimited, the largest TU chapter in the country with over 5,500 members. The three-day event will include:

- A banquet with outstanding speakers, door prizes and raffle items
- A film night featuring The Fly Fishing Film Tour and raffles
- A free expo with presentations, instruction, vendor booths, raffles and kid's events.

GRTU is a 501c3 organization and proceeds from Troutfest Texas 2018 will support:

- GRTU Youth Programs, The GRTU Tomorrow Fund, TU Teen Summit
- Casting for Recovery, Project Healing Waters, Reel Recovery, Fishing's Future

Troutfest Texas receives strong statewide marketing and promotional support and offers sponsorship, donation and exhibit opportunities. If your company or organization is looking to reach and engage with fly fishing and conservation enthusiasts, GRTU's Troutfest Texas is the place to be.

GRTU Troutfest Texas

2018 Specifics

Dates: Feb 16 - 18, 2018

- Banquet 2/16
- Film Night "Fly Fishing Film Tour" 2/17
- Free Expo 2/17 - 2/18

Location: Lazy L and L, New Braunfels, TX, right on the Guadalupe River

Expected Attendance (Based on '17 Actuals)

- Banquet: 365
- Film Night: 240+
- Expo: 2,500+

Banquet

- Keynote speaker: Chris Wood, CEO, Trout Unlimited
- Silent Auction with digital bidding
- Live Auction
- Door Prizes
- Great food and local craft beer

Expo

- Fly Casting Lessons
- Presentations from guides, outfitters, gear manufactures and experts from around the world
- Kids events: casting pond, archery and airguns
- Booths: guides, fly shops, artists, outfitters, gear manufacturers, rod builders
- On water watercraft demos



2018 Speakers & Presenters

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- Flip Pallot
- Chris Wood, CEO Trout Unlimited
- Daniel Galhardo, Founder of Tenkara USA
- Chris Johnson, Living Waters Fly Fishing
- Jen Ripple, Editor-In-Chief, Dun Magazine
- Duane Redford, Author "Fly Fisher's Playbook"
- Noah Parker, Land of Enchantment Guides

GRTU Troutfest Texas

Testimonials

“Experiencing Troutfest TX 2017 as a professional woman of the fly was exceptional.” - Wanda Taylor

“...a fundraising banquet like no other event I’ve been a part of.” - Jen Ripple,
Editor in Chief Dun Magazine

“The event was also run extremely well from top to bottom” - Tom Melvin, Yellow Dog Fly Fishing Adventures

“GRTU’s Troutfest 2017 was a huge success because of the folks that worked so hard putting it on.”
- Duane Redford, Author Fly Fisher’s Playbook

“Quite simply, it is an event that we can’t afford to miss!” - Chris Johnson, Living Water Fly Fishing, Director “Unspoken”

“One of my favorite events I’ve ever been to.”
- George Daniel, Livin on the Fly, Author “Strip Set”

GRTU Troutfest Texas

Testimonials

“Yellow Dog Flyfishing Adventures was honored to attend the GRTU Troutfest Expo for the first time this year (2017). While our company typically does upwards of 15 consumer shows each season, this event was one that we thoroughly enjoyed and look forward to returning to in the future. The intimate show dynamic coupled with great attendees, exhibitors and celebrities made for a fantastic weekend, while also very beneficial to our company and growing our brand and industry exposure. The event was also run extremely well from top to bottom, and all of the directors of the event really went out of their way to make sure all the boxes were checked. We will definitely be coming back to this event in the future, not only for the benefit it had for our company but also the great environment, people and hospitality. “

- Tom Melvin, Yellow Dog Fly Fishing Adventures

As a national speaker on fly fishing, I attend many fundraisers and events. GRTU's Troutfest is by far one of my favorites. While the location, on the beautiful Guadalupe River, lends itself to the perfect backdrop for a fly fishing event, it's the people and information gained at Troutfest that makes it so unique. Lectures that anglers of all skill levels can enjoy and understand, activities for the kids, and great food and music, GRTU Troutfest is the perfect place to bring the whole family. In addition, the members of GRTU are warm and genuine in their love for cold, clean water and all things trout. This love shows in the conservation work they do and in the generosity brought forth in their fundraising banquet like no other event I've been a part of.

- Jen Ripple - Editor in Chief at Dun Magazine

One of my favorite events I've ever been to. Excellent hospitality, great setting along the river, and a fun but hard working group of folks raising money for a great cause. You guys rocked it. Can't wait to come back.

- George Daniel, *Livin' on the Fly*, Author *Strip Set*



2018 Sponsor Opportunities

GRTU Troutfest Texas

2018 Sponsor Opportunities

Title Sponsors - \$7,500 – only 1 left

- Premium Space at Entrance to Tent
- Rainbow Trout VIP Table for 10 at the Banquet – Celebrity Guest @ Table
- Full Banner Ad in 2018 Troutfest Newsletter which goes to all 5,500+ members
- Social Media Package (Boosted Ads with Company Info)
- Sponsorship and Recognition on our marketing – website, program, flyers, etc. and at the banquet
- This sponsorship is an all cash donation.

Platinum - \$3,000* - only 1 left

- 10x20 Corner Booth @ the Exposition
- Rainbow Trout VIP Table for 10 at the Banquet – Celebrity Guest @ Table
- Half Banner Ad in 2018 Troutfest Newsletter which goes to all 5,500+ members
- Social Media Package (Boosted Ads with Company Info)
- Sponsorship and Recognition on our marketing – website, program, flyers, etc. and at the banquet

Note - All sponsors that provide merchandise only donations at or above the gold level and/or do not exhibit will be Gold Sponsors. Platinum Sponsors are exclusive to those that provide a minimum of \$1500 in cash donation and exhibit.

GRTU Troutfest Texas

2018 Sponsor Opportunities

Gold - \$2,500* - only 2 left

- 10x10 Corner Booth @ the Exposition
- Brown Trout VIP Table for 10 at the Banquet
- Half Banner Ad in 2018 Troutfest Newsletter which goes to all 5,500+ members
- Social Media Package (Boosted Ads with Company Info)
- Sponsorship and Recognition on our marketing – website, program, flyers, etc. and at the banquet - \$850

Silver - \$1,500* – only 3 left

- 10x10 Booth @ the Exposition
- Five (5) Tickets to the Banquet
- Logo Ad in 2018 Troutfest Newsletter which goes to all 5,500+ members
- Sponsorship and Recognition on our marketing – website, program, flyers, etc. and at the banquet

Bronze - \$1,000* - only 2 left

- 10x10 Booth @ the Exposition
- 2 Tickets to the Banquet
- Logo Ad in 2018 Troutfest Newsletter which goes to all 5,500+ members
- Sponsorship and Recognition on our marketing – website, program, flyers, etc. and at the banquet

* Sponsorships are a *minimum* of 50% cash and the balance may be the retail value of donated items.



2018 Exhibitor Opportunities

GRTU Troutfest Texas

2018 Exhibitor Opportunities

Booth Size / Availability	Cost
Bring your own tent - 10 x 10 - 4 available	\$275
Bring your own tent - 10 x 20 - 4 available	\$350
10 x 10	\$395
10 x 10 - end / corner	\$450
10 x 20	\$495
10 x 20 - end / corner	\$550

GRTU Troutfest Texas

2018 Exhibitor Opportunities

To be a 2018 Troutfest Texas sponsor, donor or exhibitor click the link below:

[Texas Troutfest 2018 Sponsors, Donors, & Exhibitors Signup Form](#)

Questions or need more info, contact Stephen Couch or Jim Kochanski:

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Thank You!

