



# Troutfest TX 24

[www.grtu.org](http://www.grtu.org)

# GRTU Troutfest TX

## Overview

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### What is Troutfest TX?

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

### What is Guadalupe River Trout Unlimited (GRTU)?

GRTU is a 501c3 organization and proceeds from Troutfest Texas 2022 will support:

- GRTU Youth Programs, The GRTU Tomorrow Fund, TU Teen Summit
- Casting for Recovery, Project Healing Waters, Reel Recovery, Fishings Future, Canyon Lake Animal Shelter and the Senior Citizens Food Bank

Troutfest TX 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 Troutfest TX is the place to be.

To find out more, please go to [www.grtu.org](http://www.grtu.org)



# GRTU Troutfest TX

## Specifics

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### Dates: Feb 16-18, 2024

- Banquet 2/16
- Film Night 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 '23 actual)

- Banquet: 375+
- Film Night: 250+
- Expo: 4,000+

### Banquet

- Keynote speaker: TBD
- Silent Auction with digital bidding
- Live Auction
- Door Prizes
- Great food, wine and local craft beer

### Expo

- FREE Fly Casting Lessons on land and the river
- Presentations from guides, outfitters and experts from around the world
- Kids events: casting pond, archery and airguns
- Booths guides, shops, artists, gear manufacturers
- On water watercraft demos

# GRTU Troutfest TX

## Featured Presenters

George Daniel

Landon Mayer

Pat Dorsey

Heather Hodson

Chris Johnson

Tiffany Yeates

Odom Wu

And more.....



# GRTU Troutfest TX

## Testimonials

"I first heard about Troutfest from a good friend that resides in Texas. He spoke very highly of the event and thought we would be a perfect fit at Troutfest. As a fly shop, there are many events all around the country we can choose to attend. For us, its very important to collaborate with other likeminded individuals, businesses, and organizations. Upon some initial conversations and discovering the nationwide impact GRTU has had on fisheries, we decided it looked like a great event for us to be a part of. We do not attend very many fly fishing shows, but this has been our favorite, and the one we will commit to year after year.

Troutfest has been a great value not only to our business, conservation in general, but on a personal level as well. Many of the GRTU folks have turned into lifelong friends and we are grateful to be a part of such a large contingent of great people. As anglers we should all be concerned about cold, clean water. GRTU is not only the largest TU chapter in the country, but they are by far the most active as well. The best thing? All of the money raised at TF goes to TU, and the event is free for the public to attend. And lastly, the "Texas Hospitality" is no joke here. Everyone always goes the extra mile to make us feel at home.

*Jon Easdon, Director of Services, Anglers Covey*

"Every year the Blue Quill Angler participates in several consumer fishing shows across the United States. We understand the importance of hitting the road and building our brand, as well as, staying in touch with our existing customers. Troutfest is one of our favorite stops during the show season and allows us to do just that. Troutfest is small, intimate show that has something for everyone. The one thing I've really come to appreciate is all the activities for our youth because they are the future of our sport. From start to finish, Troutfest is a first class event...the attendees, exhibitors, GRTU members and leadership team, and the all-star lineup of celebrities are nothing short of excellent."

*Pat Dorsey, Blue Quill Angler*

"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*

# GRTU Troutfest TX

## Testimonials

“Living Waters has been a part of GRTU Troutfest for years. Quite simply, it is an event that we can’t afford to miss! The chapter always does a fantastic job of putting on an incredible event, and this past year was one for the record books! I can’t imagine a better event that centers on conservation, community, and fly fishing as a whole. Every year we sell more than enough product to more than make it worth the time and money spent. In addition, we always book a substantial number of guide trips as a result of having a booth on site. Simply put, it’s a great event, run by quality people, that raises money for an even better cause! We highly recommend this event to any business looking for outreach opportunities within the greater fly fishing community.”

*- Chris Johnson, Living Waters Fly Fishing*

“Experiencing Troutfest TX as a professional woman of the fly was exceptional. The location, close proximity of the venues, lodging, campsites, and food made it very enjoyable for me and the attendees to relax, learn and share ideas, with a few fish stories thrown in, of course. They say everything is bigger and better in Texas and Troutfest TX was.”

*Wanda Taylor - TFO - IFFF MCI  
2017 Fly Fishing Museum Hall Of Fame Inductee*

“Had an absolute blast at this event! GRTU’s Troutfest TX was a huge success because of the folks that worked so hard putting on this event. Combine a great setting and venue to go along with dedicated folks and you have a very successful event. Proud and humbled to be a part of it. Hope to see you next year!!!”

*Duane Redford, Minturn Anglers, Author  
Fly Fisher’s Playbook*

# GRTU Troutfest TX

## Testimonials

“Troutfest is a perfect venue for all ages. Alaska's Bearclaw Lodge has been a vendor with Troutfest since the very first show very much enjoy supporting GRTU. They are a great host and do amazing things for the community.”

*Rob Fuentes - Owner Alaska's Bearclaw Lodge and  
Alaska Kingfishers*

“This is a first class event with a heavy dose of education free for the general public. The Guadalupe River Trout Unlimited folks are doing some great things locally as well as all over USA.”

*Mac Brown - Mac Brown Fly Fishing*

“Great organization that is doing some great things for the Guadalupe River and the surrounding areas. The folks I've met from that chapter are really conservation minded and fishy folks.”

*Lucas Bissett Executive Director AFFTA*

“I attended Troutfest TX put on by the GRTU. What an amazing event. One of the absolute best I have attended nationwide. The people of the GRTU not only believe in cold, clean water, they step up and do something about it in a huge way! 5 stars for sure!”

*Jen Ripple - Editor Dun Magazine*

# GRTU Troutfest TX

## Sponsor Opportunities

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### **Presenting- \$7,500 – 2 available**

Premium Space at Entrance to Tent - OUTSIDE

Up to 6 VIP Tickets to the Banquet

Up to 6 Movie Night Tickets

Social Media Package – 4 boosted ads with company info

Event Program – Full Page Ad – Back or Inside Cover

E-Newsletter – Banner Ad

Sponsorship Recognition on our marketing – website, flyers, etc. and at banquet

### **Platinum - \$3,250\* – 4 available**

10'x20' End Cap or Corner Booth @ the Exposition

Up to 4 VIP Tickets to the Banquet

Up to 4 Movie Night Tickets

Social Media Package – 3 boosted ads with company info

Event Program – Full Page Ad

E-Newsletter – Banner Ad

Sponsorship and Recognition on our marketing – website, flyers, etc. and at the banquet

\* Sponsorships are a minimum of 50% cash and the balance may be 75% of the retail value of donated items.



# GRTU Troutfest TX

## Sponsor Opportunities

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### **Gold - \$2,750\***

10x10 INSIDE

Up to 4 VIP Tickets to the Banquet

Up to 4 Movie Night Tickets

Social Media Package – 2 boosted ads with company info

Event Program – Half Page Ad

E-Newsletter – ½ Banner Ad

Sponsorship and Recognition on our marketing – website, flyers, etc. and at the banquet

### **Silver - \$2,250\***

10x10 Booth INSIDE

Up to 2 Tickets to the Banquet

Up to 2 Movie Night Tickets

Social Media Package – 2 boosted ads with company info

Event Program – Logo listing

E-Newsletter – Silver Sponsor mention in article or listing

Sponsorship and Recognition on our marketing – website, flyers, etc. and at the banquet

### **Bronze - \$1750\***

10x10 Booth INSIDE

2 Tickets to the Banquet

2 Movie Night Tickets

Social Media Package – Bronze Sponsor Group Listing Post

Event Program – Company Name Listing

E-Newsletter – Bronze Sponsor mention in article or listing

Sponsorship Recognition on our marketing – website, flyers, etc. and at the banquet

**\* Sponsorships are a minimum of 50% cash and the balance may be 75% of the retail value of donated items.**

# GRTU Troutfest TX

## Exhibitor Opportunities

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Booth Size	Cost
Bring your own tent - 10 x 10	\$500
Bring your own tent - 10 x 20	\$750
10 x 10 Inside	\$750
10 x 20 Inside	\$1000

501 C #'s may receive a 50% discount on Bring Your Own Tent Booths. All inside booths are at full price.

Sponsors receive booth placement priority over exhibitors.

# GRTU Troutfest TX

## Donation Opportunities

Every year at Troutfest TX, GRTU auctions and raffles donated items as part of our fundraising efforts. Both large and small donated items are needed for the event.

If you'd like to donate a new item for a Troutfest TX auction or raffle, please consider the following:

Many guides and outfitters benefit from the promotion and exposure by participating in Troutfest TX and many get “customers for life” through a donated trip.

Proceeds from Troutfest TX auctions and raffles help support our Youth Programs and other charitable organizations like Casting for Recovery, Project Healing Waters and Reel Recovery.

Our members and attendees see and appreciate the companies and the people that support Troutfest TX with donations.



## GRTU Troutfest TX 24

### Exhibitor Opportunities

To be a 2024 Troutfest TX sponsor, donor or exhibitor click the link below:

**[Troutfest TX 2024 Sponsors, Donors, & Exhibitors Signup Form](#)**

Have questions or need more info,  
contact Banning Collins :  
[Banning@classv.net](mailto:Banning@classv.net) | 512.663.1053

# Previous Sponsors, Donors & Exhibitors

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Detail Company Adventures | Spoke Hollow Outfitters

Land of Enchantment Guides | Action Angler | El Encuentro Lodge

Madison Valley Lodge | ReelFly | Argentina Waters

The Blue Quill Angler | Duck Camp | Action Angler & Outdoor Center

Alaska's Bearclaw Lodge | Living Waters Fly Fishing

Stonefly Artwork | Smith Optics | Simms | Sabine Skiffs

The Blue Quill Angler | Abel & Ross Reels | Diablo Kayaks | KUIU

Dave Whitlock | Duck Camp | Tailwaters | Gordy & Sons | YETI

Anglers Covey | TFO | ORVIS | Chetola Lodge at Blowing Rock

Gruene Outfitters | Hell's Bay Boatworks | PAKMULE

TPWD | Twisted X Brewery | Sportsman's Finest

...and many, many more

# Previous Speakers and Presenters

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Tom Rosenbauer

Lefty Kreh

Flip Pallot

Hilary Hutcheson

Pat Dorsey

Kelly Gallup

Mac Brown

Lucas Bisset

Meredith McCord

Landon Mayer

Benny Blanco

Carter Smith - Executive Director TPWD

Chris Wood – CEO, Trout Unlimited

Wanda Taylor, *The South's First Lady of Fly Fishing*

Kirk Deter, VP, Trout Media,  
Trout Unlimited

George Daniel, *Living on the Fly*, Author  
of "*Strip Set*"

Jen Ripple, Editor-In-Chief, *Dun Magazine*

Taylor Streit, *Fly Fishing New Mexico*

Jon Easdon

Alice Owsley

See you at  
Troutfest TX!

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