



Gulf Coast Kayak Fishing Association

Gulf Coast Kayak Fishing Association
Pensacola, FL

January 5, 2012

Dear Business Owner or Manager,

I am the media director and webmaster for the Gulf Coast Kayak Fishing Association. We are a not for profit organization promoting the sport of kayak fishing in the Northwest Florida and South Alabama area. Kayak fishing is one of the fastest growing sports in the country, and the GCKFA represents the interests of a very dynamic and active group of kayak fishermen in this area. The GCKFA continues to grow each year; we started with twelve members in 2006 when we built our web site, in an effort to allow active participation in our on-line forums. Our website recorded over 37,000 hits in the first year and our hit counter has since rolled over . Considering that we will soon be entering the prime fishing months along the Gulf Coast, we are reaching out to our friends and potential sponsors.

We will be hosting our spring kayak fishing tournament on April 28th, 2012 – the 7th Annual Gulf Coast Kayak Fishing Tournament - and hope to attract between 120 and 150 participants. There is no doubt that this event has become very popular and continues to grow from year to year. Last year we had over 100 participants in the event, with fun to be had by all. We have adjusted our prize structure to allow for the widest prize distribution to the participants. In doing so we provide that small town feel to a major event, where everyone feels like a winner.

We are soliciting the support of our organization, for the promotion of the sport by requesting your sponsorship for our tournament in the form of prizes - goods and / or services. In return, we will feature your company's logo; name and / or product on our sponsor's web page and your company name will be announced during the presentation of the captain's bags or category prizes. If you provide a company banner we can display it at the weigh-in ceremony As a sponsor of the event you can share in our excitement and reap the benefits of a targeted marketing audience.

I would like to thank you for your support in advance – and for your time and attention.

Sincerely,

Captain Michael G. Clubbs
Media Director, GCKFA
gckfa@hotmail.com