



Southern Alberta Walleye Trail Sponsorship Request

The **Southern Alberta Walleye Trail (SAWT)** is seeking donations, prizes, and sponsorship support for our upcoming competitive catch-and-release walleye tournament season.

Established in **1994**, the SAWT is a **non-profit organization** with more than **30 years of history** dedicated to promoting responsible sport fishing and the long-term sustainability of Alberta's fisheries. We work closely with **Alberta Sustainable Natural Resource and Development** and other conservation-focused organizations to help protect our waterways and preserve healthy walleye habitat for future generations.

The SAWT is made up of **over 100 members**, with anglers traveling from **Alberta, Saskatchewan, Manitoba, and the United States** to participate in our events. Our executive team consists entirely of long-standing volunteers who are deeply committed to the organization, the sport, and conservation efforts.

Each season, we host **three to four competitive catch-and-release walleye tournaments**, along with our **inaugural "pro-am" Tournament**, all held in southern Alberta throughout the spring and summer. The Pro-Am tournament is a fun-focused event that introduces new anglers to the outdoors and tournament fishing while teaching ethical fishing practices and the importance of protecting Alberta's fisheries and waterways.

All donated items are used directly for **raffles and tournament prizing**, while **cash donations** help cover essential event and operating costs—allowing us to offer a **100% payout model** for our tournament anglers.

In appreciation of your support, your business will receive recognition throughout the season through **event signage, banners, and promotional displays**, as well as exposure on our website (www.sawt.ca) and social media platforms. With your approval, we are also happy to tag and share your social media content to further promote your business.

Thank you for considering our request. Your support helps us grow competitive walleye fishing, encourage youth participation, and protect our waterways for years to come. If you have any questions or would like additional information, please feel free to contact any member of our executive team listed below. We also welcome you to share this opportunity with others who may be interested in supporting the SAWT.

We look forward to the opportunity to build a strong and lasting partnership.

Sincerely,
Southern Alberta Walleye Trail Executive

****Business logo's need to be the highest quality possible, Vector #1, JPG#2****

Send logos to SAWTfishing@gmail.com

Sincerest Thanks,

President/Tournament Director – Steve Mrakava

Vice President – Trevor Hazell

Sponsorship Coordinator – Brad Kennedy

Tournament Committee Chair – Cody Janke

Secretary/Treasurer - Stacy Gates-Bronson

Social Media Chair – James Litwilin

67 Hanson Court NE, Langdon, Alberta, TOJ 1X1

Email: SAWTFishing@gmail.com



I would like to sponsor :

Company name: _____

Address: _____

Phone: _____

Email: _____

Please submit checks issued to **Southern Alberta Walleye Trail** and again we do appreciate all sponsors dearly, without them the club wouldn't exist....



Attached is the Sponsorship and Donation Levels....keep in mind some of the levels are a first come basis (eg. big fish)



Sponsorship and Donation Levels



Platinum Sponsorship/ Key Event Sponsor \$3500+ (branding & marketing exposure)

- Company logo will be added to promotional items
- Social media advertising (Facebook & Instagram)
- YouTube videos provided will be displayed on website
- Advertising on the first section of the SAWT website/sponsorship page
- Sponsor supplied banner with company name & logo displayed at all tournaments
- Opportunity to include any promotional items in tournament bags
- Company name mentioned publicly throughout the tournaments
- Sponsorship highlight month on social media
- Tax receipt for advertising on SAWT's website



Gold Sponsorship \$2500-\$3499 (branding & marketing exposure)

- Company logo will be added to promotional items
- Social media advertising (Facebook & Instagram)
- Advertising on the of the SAWT website/sponsorship page
- Sponsor supplied banner with company name & logo displayed at all tournaments
- YouTube videos provided will be displayed on website/sponsorship page
- Opportunity to include any promotional items in goodie bags
- Company name mentioned publicly throughout the tournaments
- Sponsorship highlight month on social media
- Tax receipt for advertising on SAWT's website



Silver Sponsorship \$1000-\$2499 (branding & marketing exposure)

- Social media advertising (Facebook & Instagram)
- Advertising on the SAWT website
- Company Logo on sponsor/donation page
- Tax receipt for advertising on SAWT's website



Bronze Sponsorship \$500-\$999 (branding & marketing exposure)

- Company logo on SAWT website
- Company name mentioned publicly throughout the tournaments
- Tax receipt for advertising on SAWT's website



Big Fish Sponsorship \$1500 – 3 or 4 available based on number of tournaments

- Company logo will be added to promotional items
- Social media advertising (Facebook & Instagram)
- Advertising on the SAWT website/sponsorship page
- Sponsor supplied banner with company name & logo displayed at all tournaments
- Company name mentioned publicly throughout the tournaments
- Sponsorship highlight month on social media
- Tax receipt for advertising on SAWT's website