

KENAI RIVER SPORTFISHING
ASSOCIATION

SPONSORSHIP OPPORTUNITIES





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ASSOCIATION



Who is KRSA?

KRSA is a 501(c)3 non-profit organization with thousands of members from Alaska and the United States. Since 1984, KRSA has been a leading advocate for fisheries conservation in Alaska. The organization works diligently to ensure Alaska's recreational and personal-use fishing rights are protected and they promote strong science based fisheries policy.

THE MISSION

To ensure the sustainability of the greatest sportfishing river in the world – the Kenai. KRSA's area of responsibility encompasses the Kenai River watershed, greater Cook Inlet Basin, and Alaska.

MORE SPECIFICALLY, KRSA'S GOALS ARE:

HABITAT

Conserve and rehabilitate fisheries habitat to maintain and improve the Kenai River watershed for sustainable fisheries.

FISHERIES MANAGEMENT

Promote predictable and sustainable sportfishing opportunities.

RESEARCH

Encourage and foster fishery, economic, and habitat research to advance information for management of sustainable fisheries.

EDUCATION

Provide public education, and outreach to promote stewardship of the fisheries resources.



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“Conservation means the wise use of the earth and its resources for the lasting good of men.” - Gifford Pinchot



*Membership-
FREE and Lifelong*



Habitat:

- Soldotna Classic Fish Walk Project
- Russian River Ferry Project
- Big Eddy Restoration & Improvements Project (est. completion 2025)
- Fishing line collection stations, light penetrating boardwalks, and educational panels at fishing access locations



Fisheries Management:

- Participation at all Board of Fisheries Meetings
- Work with ADF&G on fisheries management, with a focus on Kenai River issues
- Working relationships with municipal, state, and federal agencies regarding fishing access



Research :

- KRSA has leveraged funding or match funding for
- Economic reports on recreational fishing in Upper Cook Inlet
 - Telemetry study on early-run Kenai king salmon
 - Upper Cook Inlet salmon simulation modeling
 - Study of marine-derived nutrients in Kenai River Watershed



Education:

- Kenai River Kid's Spring Clean Up
- Jr. Classic
- Kenai River Classic
- Women's Classic
- Juneau Legislative Education Reception
- Kenai Sport, Rec, & Trade Show
- Kid's Trout Pond Sponsor

ANNUAL CLASSIC EVENTS

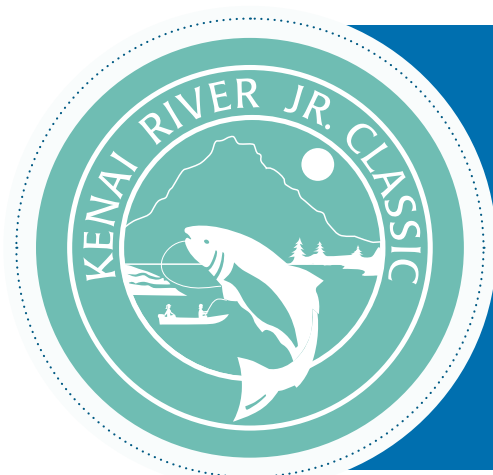
The Classic events raise funds to support KRSA's work and educational programs to help ensure the sustainability of Alaska's fish resources, both now and for future generations.



For more than 30 years, the Ted Stevens Kenai River Classic has included a full range of exciting elements that prioritize fishery conservation, angler advocacy, and philanthropy. It begins with the Roundtable on National Sportfishing Policy, followed by two days of professionally guided silver salmon fishing, and opportunities to learn about fisheries and conservation. Attendees include nationally recognized policy makers, industry stakeholders, state and federal government officials, members of Congress, and conservationists—all on the banks of the beautiful Kenai River. This premier event includes all meals, fishing, local transportation, two nights lodging, fish processing, a seafood gift box, and a customized gear bag.



The Women's Classic is quite simply unlike any other fishing event. For more than 15 years, female business leaders come together each September on the beautiful Kenai River. This unique event includes two days of professionally guided silver salmon fishing, networking events, philanthropic activities, professional development opportunities, all meals, local transportation, two nights lodging, fish processing, a seafood gift box, and a customized gear bag. This event regularly has a waiting list for attendees.



There is nothing more rewarding than taking a kid fishing. KRSA has taken over 1,400 kids fishing since 2006. Many of these young anglers come from military families stationed in Alaska and for most this is their very first time fishing. In addition to a professionally guided silver salmon trip on the Kenai, each young angler is educated on water safety, salmon life cycles, and conservation.

ANNUAL SPONSORSHIP LEVELS AND BENEFITS

Sponsorship levels include direct contributions, value of in-kind auction donations, and a \$1,000 credit for each related participant at the Classic and Women's Classic events.



DIAMOND

\$50,000 and up

- Major sponsor of all three Classic events
- Sponsor banner displayed at Classic events
- Sponsor logo on available item in Classic events gear bag
- Sponsor introduction/recognition during Classic events
- Logo on all Classic events printed materials
- Six posts highlighting sponsor on social media
- Two sponsor highlights in KRSA newsletter linked to blog posts on KRSA website
- Placement on KRSA website sponsor page with linked logo

PLATINUM

\$25,000 to \$49,999



- Sponsor banner displayed at Classic events
- Sponsor logo on available item in Classic events gear bag
- Sponsor introduction/recognition during Classic events
- Logo on all Classic events printed materials
- Four posts highlighting sponsor on social media
- One sponsor highlight in KRSA newsletter linked to a blog post on KRSA website
- Placement on KRSA website sponsor page with linked logo



GOLD

\$10,000 to \$24,999

- Sponsor banner displayed at Classic events
- Sponsor logo on available item in Classic events gear bag
- Sponsor introduction/recognition during Classic events
- Logo on all Classic events printed materials
- Two posts highlighting sponsor on social media
- Placement on KRSA website sponsor page with linked logo

SILVER

\$5,000 to \$9,999



- Sponsor name recognition during Classic events
- Sponsor name listed in all Classic events printed materials
- Placement on KRSA website sponsor page with linked logo



BRONZE

\$2,500 to \$4,999

- Sponsor name listed in all Classic events printed materials
- Sponsor name listed on KRSA website sponsor page



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Learn more about the Kenai River Sportfishing Association at www.krsa.com