



KENAI RIVER SPORTFISHING
— ASSOCIATION —

SPONSORSHIP OPPORTUNITIES





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— ASSOCIATION —

Who is KRSA?

Kenai River Sportfishing Association is Alaska's largest advocate for fisheries conservation, dedicated to protecting sport and personal use fishing rights and sustaining healthy fisheries for future generations.

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.

THE GOALS



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.



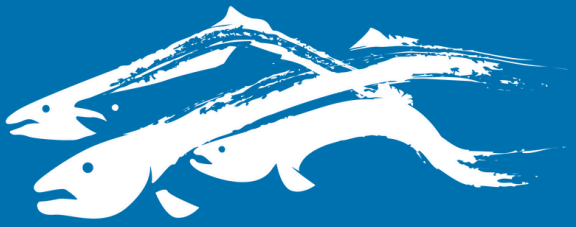
RESEARCH:

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



EDUCATION:

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



KENAI RIVER SPORTFISHING — ASSOCIATION —

HABITAT • FISHERIES MANAGEMENT • RESEARCH • EDUCATION

Fighting for fish abundance and
sportfishing access since 1984.



Join the thousands of members
from Alaska and the United States.

Membership is
FREE and Lifelong

HABITAT

- Soldotna Classic Fish Walk Project
- Russian River Ferry Project
- Big Eddy Restoration & Improvements Project (est. completion 2026)
- Fishing line collection stations, elevated 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

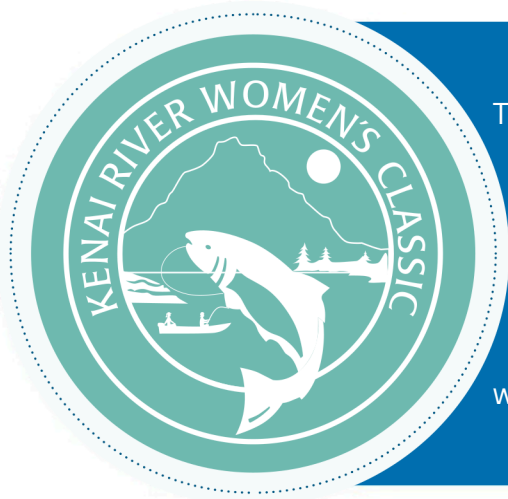
- Kenai River Kid's Spring Clean Up
- Jr. Classic
- Kenai River Classic
- Women's Classic
- Juneau Legislative Education Reception
- Sport & Outdoor shows across Alaska
- Kid's Trout Pond Sponsor, Soldotna & Mat-Su

ANNUAL CLASSIC EVENTS

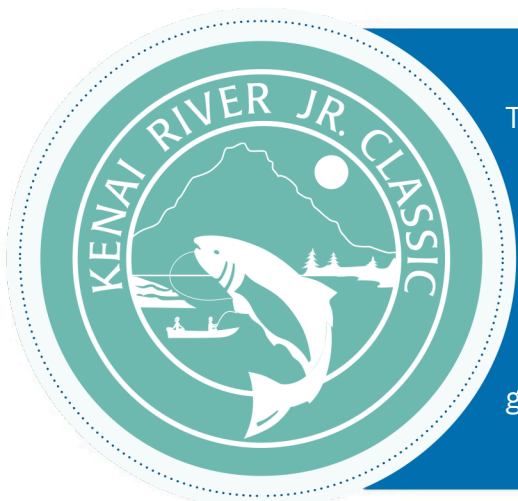
The Classic Events raise funds to support KRSA's educational programs and work to ensure the sustainability of Alaska's fish resources, both now and for future generations.



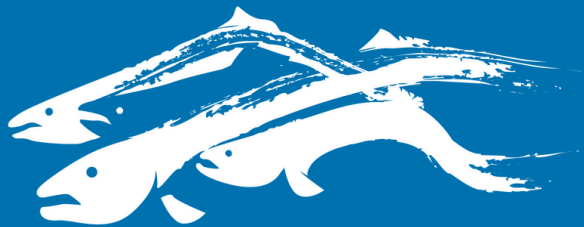
For more than 30 years, the Ted Stevens Kenai River Classic has included a full range of exciting elements that prioritize fishery conservation, angler advocacy, and philanthropy. It begins with two days of professionally guided silver salmon fishing, and opportunities to learn about fisheries and conservation and concludes with the Roundtable on National Sportfishing Policy. Attendees include nationally recognized policymakers, industry stakeholders, state and federal government officials, members of Congress, and conservationists—all on the banks of the beautiful Kenai River.



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 hosted over 1,600 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. This two-day event introduces kids to the importance of healthy fisheries through hands-on lessons about salmon, river ecology and boating safety, topped off with a full day of fishing on the Kenai River! We host this one-of-a-kind program to inspire the next generation of anglers to care for our waterways.



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ANNUAL SPONSORSHIP LEVELS & BENEFITS

Benefit	King \$50,000	Coho \$30,000	Sockeye \$15,000	Pink \$10,000	Rainbow \$5,000	Dolly Varden \$2,500
Business logo on KRSA website	✓	✓	✓	✓	✓	✓
Logo or name listed on printed materials for the Classic, Women's Classic, and Jr. Classic	✓	✓	✓	✓	✓	Name
Logo or name listed on event banner for the Classic, Women's Classic, and Jr. Classic	✓	✓	✓	✓	Name	Name
Choice of sponsored element during the Classic, Women's Classic, or Jr. Classic. First come, first choice. *See options below	✓	✓	✓	✓		
Reserved Table at the Classic and Women's Classic banquet	✓	✓				
Logo on gear item of choice. First come, first choice	✓	✓				
Opportunity to introduce keynote speaker	✓					

*Sponsored Element Options:

King & Coho

- Fish Weigh-in Station
- Breakfast
- Coffee
- Beverage Bar
- Plus Sockeye & Pink options

Sockeye

- Lunch
- Cooler Contents
- Plus Pink options

Pink

- Transportation
- Fun/Donut boat

*Have another idea?
Let us know!*

*KRSA is thankful for the support of all of our amazing partners.
Please reach out to our office to customize your sponsorship package, discuss
sponsorships of different amounts, or explore in-kind donation opportunities.*



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