



Big Fish Tales

WITH COSTA

Sponsor Connects With the Dedicated Fly Fishing Audience Across the Country as a Title Sponsor for the F3T.



EVENT PROMOTION IMPRESSIONS

11.5K

PUT YOUR SHADES ON - THE FUTURE'S LOOKING BRIGHT!

ON-SITE & VIRTUAL BRANDING IMPRESSIONS

1.5M

FISH, INTERACT, CONNECT. REPEAT.

NEW LEADS GENERATED

6K

HOOK, LINE & SINKER

RAISED FOR NON-PROFIT ORGANIZATION

\$18K+

LOOKING FORWARD, BUT ALWAYS GIVING BACK!

Costa was looking to strengthen their connection with fly fishing community members, while supporting independent film makers and non-profit partners. As a result, Costa's sponsorship with the F3T has centered around the importance of Community.

On-Site Presence

Through Costa's efforts with the F3T, Costa has strengthened their community connections through a variety of in-person initiatives. With fly fishing at the core of their brand, Costa sent a fleet of representatives to National Tour events across the country. These representatives were responsible for creating unique content campaigns around the events and acted as an ambassador of Costa to discuss products and interact with the audience.

Support of Non-Profits

A large focus of the F3T is helping local non-profits raise money and connect with the F3T's dedicated audience. As a part of Costa's sponsorship with the F3T, Costa wanted the F3T to build a campaign in support the Trout Unlimited Costa 5 Rivers program. This program is made up of a network of more than 100 TU-affiliated college fishing clubs

around the country focused on conservation, which work to engage fly fishers on their campuses nationwide.

The F3T created a content campaign and fundraising raffle in support of the Trout Unlimited Costa 5 Rivers program, which was promoted to the F3T's national audience. The program received national digital, media, and event-specific coverage, and as a result raised \$18,420 in a single season.

Filmmaker Connections

As a major thought leader and content creator within the fly fishing space, Costa is constantly looking to build connections with up-and-coming filmmakers and creatives. As a benefit of Costa's Title sponsorship with The F3T, Costa has a first look at incoming films and sponsorship opportunities for films and creatives.

Campaign Goals

- Reach on a Local Community Scale
- Increased Sponsorship & Film Making Opportunities
- Increased Engagement
- New Product Education
- Non-Profit Support



- 1 The F3T created a custom sponsorship package that best fit Costa's long-term goals.
- 2 The fly fishing community engaged with Costa's representatives and non-profit partner through a series of event and custom content initiatives.
- 3 The F3T provided key results and metrics within a detailed recap to show growth and impressions across all of Costa's sponsorship initiatives.

Connect

Engage and build connections within the fly fishing community.

Grow

Help grow engagement with existing community and create opportunities for people looking to get involved with the sport.

Educate

Build content and support projects that educate audiences about how to sustainably enjoy the sport of fly fishing, and how to give back in meaningful ways.