



Become a Member of the Canadian Sportfishing Industry Association!

WHY BECOME A CSIA MEMBER?

FINDING & KEEPING ANGLERS - The single most pressing issue facing the recreational fishing industry in Canada is the recruitment of new anglers and the re-involvement of lapsed anglers. The Canadian Sportfishing Industry Association, has developed the nation's most effective tool for the promotion of recreational angling -- National Fishing Week.



Canada's National Fishing Week is held each July. During the week, recreational fishing is highlighted in local and national media to the tune of over \$3,000,000 in exposure. This happens through print ads, radio and television commercials, on-air and print interviews, newspaper articles, web exposure, contests, and local events across the country.

COLLECTIVE VOICE TO LOBBY GOVERNMENT - Without a powerful voice, the sportfishing industry in Canada can only sit and watch from the sidelines as governments make decisions that ignore the economic importance of recreational angling to the Canadian economy. The Canadian Sportfishing Industry Association ensures the stability of the \$6.7 Billion recreational fishing industry. Obviously, this cannot be achieved without healthy and sustainable fish populations in all areas of the country. The CSIA is your champion in the capitals of our nation.

MEMBER HIGHLIGHTS & BENEFITS

- Informative newsletters designed expressly for the sportfishing industry.
- Membership dues provide funding for the CSIA's nonprofit foundation, the Canadian National Sportfishing Foundation. National Fishing Week, promotes nationally the benefits of recreational fishing participation and awareness. NFW creative elements are available at no charge to members who may want to create in-store promotions in conjunction.
- Members and guests can take part in our Golf Fore Fish tournament, a major annual fundraising event for the foundation.

TAKE US FOR A SPIN! *Become a member at no charge to see firsthand what the Canadian Sportfishing Industry Association is doing for recreational fishing and its stakeholders in Canada.*

Special Offer!

Join now and become a member of the CSIA at no charge for the remainder of 2013 and for 2014!

Email mike@catchfishing.com or download the membership application.





Canadian Sportfishing Industry Association

Association canadienne de l'industrie de la pêche sportive

MEMBERSHIP APPLICATION

Name of Business

Contact Person

Street Address

City

Province

Postal Code

E-mail

Telephone

Fax

Category of Membership

Rate

Payment Options:

- ☐ Cheque enclosed
- ☐ Bill Me
- ☐ Visa

Visa #: _____

Expiry: ____/____

Name on card: _____

Canadian Sportfishing Industry Association
Mike Melnik
171 Rink Street, Peterborough, ON K9J 2J6
Toll Free: 877-822-8881 Fax: 705-750-0542

CSIA CATEGORY AND FEE STRUCTURE

Effective January 1, 2008

<u>Category</u>	<u>Fee</u>	<u>Terms</u>
Independent Retailer, Lodge or Outfitter	\$100 per location	Cap at \$500
Mass Merchant	\$2,000	To provide NFW content in flyers and other promotional materials, and provide one SKU for CSIA product per yr.
Manufacturer's Rep.	\$200 per rep	Cap at \$500
Regional Distributor	\$200 per rep	Cap at \$1,000
National Distributor	\$5,000	
Jobber	\$200	
Manufacturers	\$300	Cottage Industry level
	\$1,000	Larger National or Regional
	\$5,000	Major
Media, Shows	\$200	
Associates	\$200	
Government Agency	\$200	
Funding Member	Variable	Sales related: cap at \$25,000



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- ✓ **MEMBER BENEFITS** - You'll receive many tangible benefits designed expressly for the sportfishing industry, including informative newsletters published on a regular basis your opportunity to be "kept in the loop". Dues provide funding for the nonprofit foundation, Canadian National Sportfishing Foundation. The CNSF's program, National Fishing Week, encourages and promotes national fishing participation and awareness. Members and guests can take part in the Golf Fore Fish tournament, a yearly major fund raising event for the foundation.