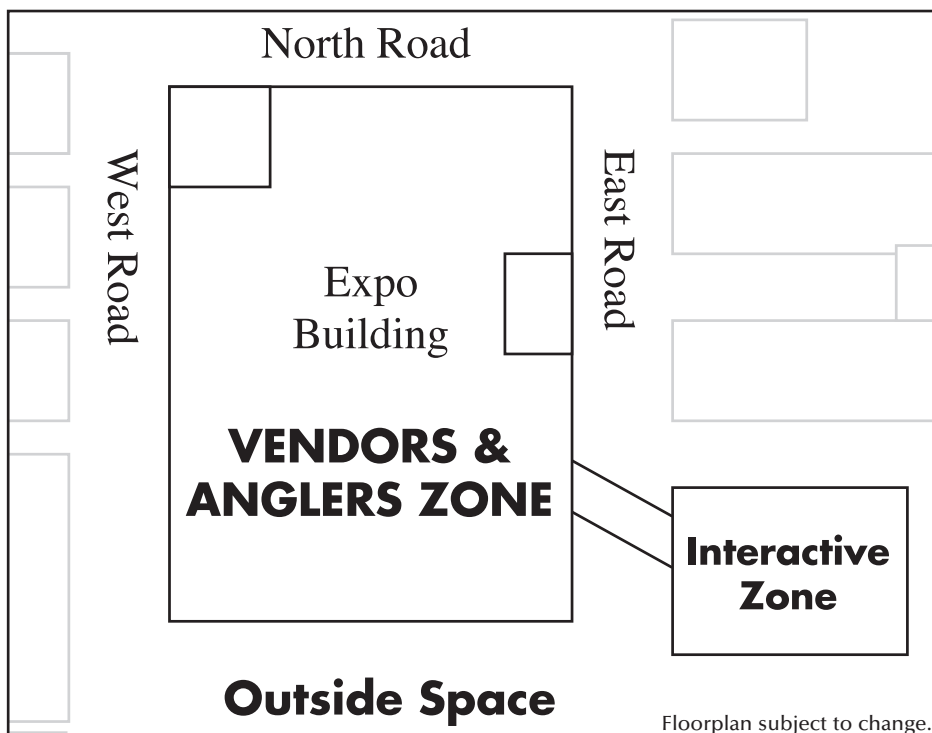


# 2009 FISHING COLLEGE

KANKAKEE COUNTY FAIRGROUNDS

## SPONSORSHIPS

Be part of this great event by becoming a sponsor! Details on page 2.

- Event Sponsor – \$2,500
- Aquarium Sponsor – \$500
- Casting Sponsor – \$500
- Angler Zone Sponsor – \$500
- Interactive Zone Sponsor – \$500

## BOOTH SPACE

Purchase a 8 ft. x10 ft. booth for \$250. Need additional space? Add by the square foot for 25¢ per sq. ft. Details on contract.

## GOODY BAGS

Any Fishing College participant can promote their business by providing a premium, coupon or brochure in our registration goody bags. Available only to 2009 Fishing College participants. All items must be received by Friday, March 6, 2008.

## SIGNS AND GRAPHICS

Promote your business at Fishing College. Only available to participating exhibitors. Details on page 3.

## SHOW HOURS

Saturday, March 21, 2009  
7:30 a.m. – 4:00 p.m.

## IMPORTANT DATES

### Show Set Up

Friday, March 20, 2009  
3:00 p.m. – 7:00 p.m.

### Show Breakdown

Saturday, March 21, 2009  
4:00 p.m. – 6:00 p.m.

## TDJFishingCollege.com

Access over 2,000 unique visitors interested in fishing and outdoor recreation. Promote your business with a rotating skyscraper ad on TDJFishingCollege.com. Details on page 3.

## DISCOUNTS AVAILABLE

Already a sponsor of the 2009 Kankakee River Fishing Derby? Then receive **10% OFF** the 2009 Fishing College booth price when you sign up to exhibit! Details on contract.

## ADVERTISE

Not able to staff a booth but want a presence at 2009 Fishing College? Be part of our program by purchasing an ad in our event program starting at \$135. Details on contract.

## OUTSIDE SPACE

Reserve any space you need for 10¢ per sq. ft. Details on contract.

To reserve your presence, contact your Advertising Consultant or call Susette Cole at 815.937.3386.

If you have general questions regarding the show please contact Cherie Smolkovich, 815.802.3889.



Daily-Journal.com

# 2009

# FISHING COLLEGE



**Saturday, March 21, 2009**

**Kankakee County Fairgrounds**

**7:30 a.m. – 4:00 p.m.**

SPONSORED BY



PRESENTED BY

THE DAILY  
**JOURNAL**

Daily-Journal.com



# SPONSORSHIP OPPORTUNITIES

Interested in leveraging your business with premium promotional opportunities? Become a sponsor! And your booth and event program ad are included.  
*Sorry, discounts are not applicable.*

**CASTING CONTEST SPONSOR**  
**INTERACTIVE ZONE SPONSOR**  
**ANGLER ZONE SPONSOR**  
**AQUARIUM SPONSOR**

**\$500 Each**

**EXCLUSIVITY!**

*Exception for the Aquarium Sponsorship - Four opportunities are available.*

**Each of the above sponsorship opportunities includes:**

- 16' x 20' booth space
- Eighth page black and white ad in our event program
- Your name on promotional materials relating to your individual sponsorship (i.e. the Casting Contest, Angler or Interactive Zone or Aquarium)
- Sponsorship recognition on TDJFishingCollege.com
- Link from TDJFishingCollege.com to your website
- Verbal recognition at the event over the PA system during the event
- Opportunity to promote your business by providing a premium, coupon or brochure in our registration goody bags.

**TITLE SPONSOR \$2500**

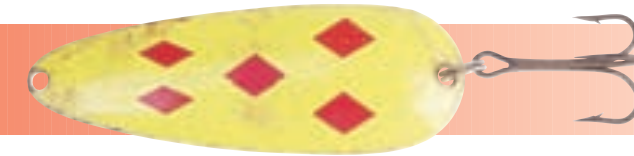
**EXCLUSIVITY!**

**Sponsorship includes:**

- 20' x 40' booth space
- Your logo on all event banners
- Logo\*/Name recognition in promotional materials (\*where applicable)
- Full page/full color ad in our event program
- Sponsorship recognition on TDJFishingCollege.com
- Link from TDJFishingCollege.com to your website
- Verbal recognition at the event over PA system
- Additional banner at event as you enter Expo Center
- Opportunity to promote your business by providing a premium, coupon or brochure in our registration goody bags.



# 2009 ITINERARY



## SEMINARS

### ANGLER ZONE

#### Master Anglers Roundtable

8:00 a.m. - 8:45 a.m. Speakers TBA. Moderated by The Daily Journal Outdoor Reporter Bill Byrns

#### Problems Facing The Kankakee River

10:30 a.m. - 11:15 a.m. Presented by the Kankakee River Basin Commission of Illinois

#### Fishing Mazonia Lakes

12:45 p.m. - 1:30 p.m. Presenter TBA

#### KEYNOTE SPEAKER - MATT MULLADY

1:45 p.m. - 3:00 p.m.

### INTERACTIVE ZONE

#### IDNR Conservation Program

9:15 a.m. - 10:00 a.m. Presented by Holly Benson, Illinois Department of Natural Resources

#### Fish Facts - Test Your Knowledge! Chances to Win Prizes

11:45 a.m. - 12:15 p.m. Presented by Gary Lutterbie and Rob Miller, Illinois Department of Natural Resources



Come see the viewing aquarium stocked with fish from the Kankakee River!

## DEMONSTRATIONS - NEW!

### Cooking

Interactive Zone

Presenter TBA

8:00 a.m. - 8:15 a.m.  
11:00 a.m. - 11:15 a.m.  
1:00 p.m. - 1:15 p.m.

### Fishing First Aid

Interactive Zone

Presenter TBA

8:15 a.m. - 8:30 a.m.  
10:30 a.m. - 10:45 a.m.  
11:30 a.m. - 11:45 a.m.

### Casting & Angling

Expo Building

Presenter TBA

9:00 a.m. - 9:15 a.m.  
10:00 a.m. - 10:15 a.m.  
11:30 a.m. - 11:45 a.m.  
2:30 p.m. - 12:45 p.m.

### Boat Safety

Expo Building

Presenter TBA

9:30 a.m. - 9:45 a.m.  
12:00 p.m. - 12:15 p.m.

## BEGINNERS SERIES - GREAT FOR KIDS!

7:30 a.m. - 1:30 p.m. Presented by the Joliet Junior College Anglers Club. Learn the basics of fishing, knot tying and more! Designed for those wanting to learn more about fishing. Located in the Interactive Zone area.

## CASTING CONTESTS

7:30 a.m. - 1:30 p.m. Children Casting Contest begins at 8:00 a.m. for children 12 and under. Every child entered to compete will receive a prize and the winners in each age category will receive a cash prize. The overall winner will receive a trophy. Winners will be announced at 3:15 p.m.

7:30 a.m. - 1:30 p.m. Adult Casting Contest begins at 8:00 a.m. This contest is open to all ages. Test your accuracy to see if you are the top fisherman. First prize will receive a troy and \$100 cash. Runner-up will receive \$50. Winners will be announced at 3:15 p.m.

**Concessions available throughout the day!**