



# SPONSORSHIP PACKET 2021



Igniting Passion & Hope  
for a Brighter Future





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for a Brighter Future

## DEAR FRIENDS,

We would like to thank you for your continued support as we enter our fourth full year as Catching Fire Outdoors. In just that short amount of time, we have been able to **reach over 2,000 kids and raise over \$25,000 dollars** that has directly impacted their lives. We have quickly become one of the largest outdoor youth programs in the State of Ohio. The sky is the limit for us, and we could not have had this level of success without our sponsors.

Although youth participation in outdoor sports has steadily declined over the past decade, Catching Fire has experienced great success at drawing people to our events. We have been able to get over **500 kids fishing for the first time in their life**. Our events are geared to help build confidence, self-esteem, and networking children with other quality programs to help them grow. We specifically target at-risk children, providing them an equal opportunity to develop a passion for the great outdoors. We have found that the key to success is removing all barriers that prevent them from being able to get on the water or in the woods. The goal of the program is to provide a safe, family friendly, sober, and positive environment in which ALL children can thrive.

This year we will be holding at least five events across southwest Ohio. We hope to reach even more kids this year. We will also continue to support local at-risk children by holding events and fundraisers. We are grateful to have such wonderful and supportive sponsors that allow us to make a lasting impact in children's lives. We appreciate your continued support in 2020.

We wish you all the very best.

### **Jason Smith**

*Catching Fire Outdoors president*  
catchingfireoutdoors@gmail.com

Please Make payments to:

**Catching Fire Outdoors**  
260 Ward-Koebel Rd.  
Oregonia, Oh 45034

## WHAT IS CATCHING FIRE:

**Mission:** Catching Fire Outdoors is committed to helping children grow by the introduction and exploration of outdoor activities.

The purpose of Catching Fire Outdoors is to help children build healthy skills that will allow them to face the many issues our youth face today. The rise of depression, obesity, bullying, and substance abuse have created more at-risk children than ever before. It is our belief that getting children “hooked” on the outdoors and connected with the community programs available, that we can help them grow into successful adults. We focus on reducing screen time by giving them access to the tools they need to enjoy sunshine, wind, and waves.

## WHEN WAS CATCHING FIRE CREATED?

Catching Fire was started in 2017 when we were tasked with organizing a fishing event. After realizing that 75% of the children had never been fishing, We felt compelled to do our part to help preserve outdoor sports and all the positive impacts it has on children’s lives.

## HOW WILL MY SPONSORSHIP FUNDS BE USED?

100% of all money raised goes directly back to the children. The money will be used to hold events, buy fishing poles, and other various expenses to make our events a success. We have no paid employees.



## ACHIEVEMENTS:

- Have grown to be one of Ohio's largest outdoor youth organizations.
- Over 400 kids have gone fishing for the first time at our events.
- Given away over \$25,000 in gifts and prizes to local and at-risk children.
- Over 700 children have walked away with a new fishing pole.
- Have been able to partner with many leading non-profits in the outdoor/wildlife field to provide quality education and experiences.
- 4 lucky families have been able to win Disney World tickets.
- Helped establish and stock the Cowan Lake youth and family fishing pond.
- Supported over 400 children affected by family addiction issues.
- Provided many local foster families, community agencies, and other social service non-profits free events for their clients to attend.

## WHAT ARE WE LOOKING FOR?

- 1) Cash donations are very important so that we can continue to operate.
- 2) In-kind donations that can be raffled off, used as prizes, or given away to the children.
- 3) Company SWAG in the form of toys, stickers, balls, t-shirts ect that can be given away.
- 4) Fishing, hunting, and other outdoor related gear.
- 5) Free kids' meals and certificates to local restaurants.
- 6) Kid friendly tickets and vouchers to local attractions.



## BENEFITS OF SPONSORSHIP

### SPONSOR LEVEL UNDER \$100

- Designation and recognition as an annual or event sponsor for Catching Fire Outdoors gaining exposure to one of the largest youth outdoor organizations in the State of Ohio.
- Personal mention and recognition on our Facebook page. [www.facebook.com/catchingfireoutdoors](http://www.facebook.com/catchingfireoutdoors)
- Logo placed on our website as an official sponsor [www.catchingfireoutdoors.org](http://www.catchingfireoutdoors.org)

### BRONZE LEVEL \$100-\$249

- All lower level benefits plus:
- The ability to set up a resource table at all events.
- The ability to distribute materials at all events.

### SILVER LEVEL \$250-\$499

- All lower level benefits plus:
- The ability to place literature in every registration packet at our signature events.
- Small logo placement on event directors sponsor jersey



## BENEFITS OF SPONSORSHIP (continued)



- All lower level benefits plus:
  - Recognition with special signage at all events
  - Logo will be displayed on the event t-shirts.
  - 8x10 group appreciation photo
  - Sponsor logo and link will be placed on the homepage of the Catching Fire Outdoors website. [www.catchingfireoutdoors.org](http://www.catchingfireoutdoors.org)
  - The sponsor's name and logo will be included on all promotional items used for events. Brochures, Flyers, emails, sponsorship package
  - Logo placement on event directors sponsor jersey
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- All lower level benefits plus:
- Specialized advertising opportunities to draw maximum exposure.
- Title sponsor/co-sponsor of an individual event.
- Personalized photo opportunities
- The opportunity to address the crowd for 3 minutes at each Catching Fire signature event.
- Logo on road signage
- Large logo placement on event directors sponsor jersey

\*If you do not see what you are looking for here, we are open to hearing about new sponsor benefit ideas, and will create a sponsor package specifically for your business.

**ALL DONATIONS MUST BE RECEIVED BY JUNE 1ST, TO GUARANTEE WE CAN MEET ALL ABOVE MENTIONED**