



## Atlantic Salmon Fly International 2024 - Calgary

Atlantic Salmon Fly International (ASFI) - Calgary Planning Committee 2024 is excited to announce that Calgary has been selected to host the 2024 ASFI Conference on September 13 - 15, 2024. This world class international event will be held at the Best Western Calgary Plaza Hotel and will draw hundreds of visitors from across Canada and internationally.

ASFI is a worldwide organization dedicated to fly tying the prestigious Atlantic Salmon Fly. Over 80 of the best Atlantic salmon fly tyers in the world will demonstrate their skills and share their knowledge on tying and fishing these storied patterns. A focus on youth fly tyers is being incorporated into the program.

The goals for the Calgary event include:

- Showcase Calgary and surrounding areas as destination tourist venues;
- Educate local residents and those from our western provinces and the northern United States regarding the beauty of Classic Salmon Flies and the expertise in tying them;
- Engage youth in the art of fly tying; and
- Any excess funds to be donated to a local youth-serving charity.

### Patron Sponsorship Opportunities

#### Presenting - \$15 000

\* Promotion on social media pages, website, with hotlinks to your website, and brochures \* Exclusive 33" x 81" stand alone signage at the entrance of the event \* Featured Signage in all event rooms \* 4' x 4' signage on main sponsor wall \* 10 passes

#### Platinum - \$10 000

\* Promotion on our social media pages, website, with hotlinks to your website, and brochures \* Exclusive 24" x 62" stand alone signage at the entrance of the event \* Featured Signage in all event rooms \* 4' x 4' signage on main sponsor wall \* 8 passes

#### Gold - \$7500

\* Promotion on our social media pages, website & brochures \* Shared 24" x 62" stand up signage at the entrance of the event with other Gold Sponsors \* 3' x 3' signage on main sponsor wall \* 6 passes

#### Silver - \$5000

\* Promotion on our social media pages, website & brochures \* Shared 24" x 62" stand up signage at the entrance of the event with other Silver Sponsors \* 2' x 2' signage on main sponsor wall \* 4 passes

#### Bronze - \$2500

\* Promotion on our social media pages, website & brochures \* Shared 24" x 62" stand up signage at the entrance of the event with other Bronze Sponsors \* 1' x 1' signage on main sponsor wall \* 2 passes

Information and Donations - [asfiyc.president@gmail.com](mailto:asfiyc.president@gmail.com)

[www.asfi2024.com](http://www.asfi2024.com)



## Sponsor a Specific Part of the Event

### **Saturday Night Banquet - \$10 000**

\* Promotion of your organization on our social media, website & brochure \* Acknowledgment of the donation at the banquet \* Opportunity to leave promotional material at each table \* 33" x 81" stand up sign at entrance \* A table for participants of your organization to attend

### **Fly Tyers Commemorative Shirts - \$8600**

\* Promotion of your organization on our social media, website & brochure \* Company logo on each shirt \* 3' x 3' signage on main sponsor wall \* 6 passes

### **Lunch for Tyers - 1 Lunch for \$1550 or All 3 Lunches for \$4650**

\* Promote your organization on our social media pages, website & brochure \* Acknowledge the donation at the lunch \* Provide you the opportunity to leave promotional materials on the tables at the lunch \* Place a sign at the entrance of the lunch acknowledging the sponsorship \* 2 passes

### **Tyers' Country Signage and Flag - \$3440**

- Company signage by the flag \* Promotion of your company on our social media, website & brochure \* 2' x 2' signage on main sponsor wall \* 2 passes

### **Posters - \$3000**

\* Your company logo on all posters \* Promotion of your company on our social media, website & brochure \* 2' x 2' signage on main sponsor wall \* 2 passes

### **Water and Coffee for Participants - \$2000**

\* Promotion of your company on our social media pages, website & brochures \* Promotional signage at the water / coffee station \* 2 passes

### **Other Opportunities**

\* Volunteer T Shirts - \$750 \* Banners - \$400

\* Promotion of your company on our social media pages, website & brochures \* Company logo on t-shirt or banner

Individual donations of any amount can be made to  
[asfiyyc.president@gmail.com](mailto:asfiyyc.president@gmail.com)