



Recfishwest Partnership/ Advertising/ Sponsorship Guidelines

We recognise the important role our organisation plays as a member of the Western Australian community; as such we support and align our brand and our values with appropriate people, activities and organisations that benefit our community.

Recfishwest is Western Australia's recreational fishing peak body representing the interests of some 740,000 recreational fishers. We are a not-for-profit, community based organisation that strives to ensure high quality fishing experiences are maintained and enjoyed, as an integral part of the WA lifestyle.

We are driven by our brand values and by partnering with us, together we will drive positive change for the recreational fishing community of WA. We have a social responsibility to improve our fisheries resources through conservation and enhancement, include minority and culturally diverse groups in our activities, ensure everyone returns home safe after going fishing, all while representing and maintain community values to help deliver positive outcomes for all West Aussies.

Brand Values

At Recfishwest, **our Purpose is:**

'Great fishing experiences for the WA Community Forever'

Our commitment is:

'To protect, promote and develop sustainable, accessible, enjoyable and safe fishing for the benefit of the community.'

Supported by 4 key brand values:

1. Safe
 2. Sustainable
 3. Accessible
 4. Enjoyable
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Partnering with us enables you to:

REACH YOUR AUDIENCE

With our access to a highly engaged audience and like-minded people, we can help you access new audiences that may have seemed hard to reach. When you sponsor Recfishwest, you will benefit from our huge digital reach, through multiple platforms, to people who believe in what we do, support what we do and encourage us to do more.



ACHIEVE YOUR CORPORATE SOCIAL RESPONSIBILITY (CSR) AIMS

Our expertise and networks mean that we work with partners to create projects and programs which address high-profile sensitive topics such as conservation, habitat enhancement & restoration, public safety, developing our younger generation and supporting local communities.

We can use our expertise to support socially-minded programmes to help you achieve your goals for Corporate Social Responsibility (CSR). We can help with supporting and promoting a programme to help build relationships with the community through targeted reach of our content. We will act as a full partner to ensure your efforts are effective.

With our trusted brand, we are also able to promote your CSR profile both state-wide and nationwide.

ENHANCE YOUR BRAND

The Recfishwest brand is trusted all over Australia and represents the WA's recreational fishing sector. For more than 20 years we have been helping communities and environments enjoy better fishing.

Sponsorship, Partnership and Advertising

Opportunities now exist for organisations that would like to support Recfishwest to ensure high quality fishing experiences are maintained and enjoyed, as an integral part of the WA lifestyle. Opportunities consist of Partnerships, Sponsorships and Advertising.

Our view of sponsorship is 'support from an organisation or program in return for the right to use that asset to promote Recfishwest's brand/image, products and/or services.'

Therefore, we will evaluate sponsorship proposals based on their fit with Recfishwest's Brand Values.

Who is eligible to partner with Recfishwest?

The focus of Recfishwest's sponsorship is primarily aligning our brand values with those of our sponsor, in the following key areas:

Key Areas

1. *Community and grass roots*
2. *Environment*
3. *Safety*
4. *Enhancing the WA lifestyle through outdoor recreation*

Preference will be sponsors that:

- Fall within at least one of our *key areas*



- Are in line with our brand values
- Have high market reach with people that are emotionally connected to one of our *key areas*
- Provide significant benefits that can be leveraged in marketing and business relationships
- Have longevity. The sponsorship will generally extend beyond one single event or activity
- Organisations that:
 - Are credible and possess a positive track record in community initiatives and partnerships
 - Have demonstrated experience in delivering value to sponsorship partners

Who is not eligible?

Recfishwest will not consider sponsorships that:

- Present a hazard to the community and/or the environment
- Offend or discriminate against minority community groups
- Have conflicting brand values with those of Recfishwest
- Conflicts with our current partners

Enquire to Become a Sponsored Partner of Recfishwest

Do you believe your organisation fits the above criteria in becoming a partner or sponsor of Recfishwest? Please contact info@recfishwest.org.au or contact the office on (08) 9246 3366 to discuss further.