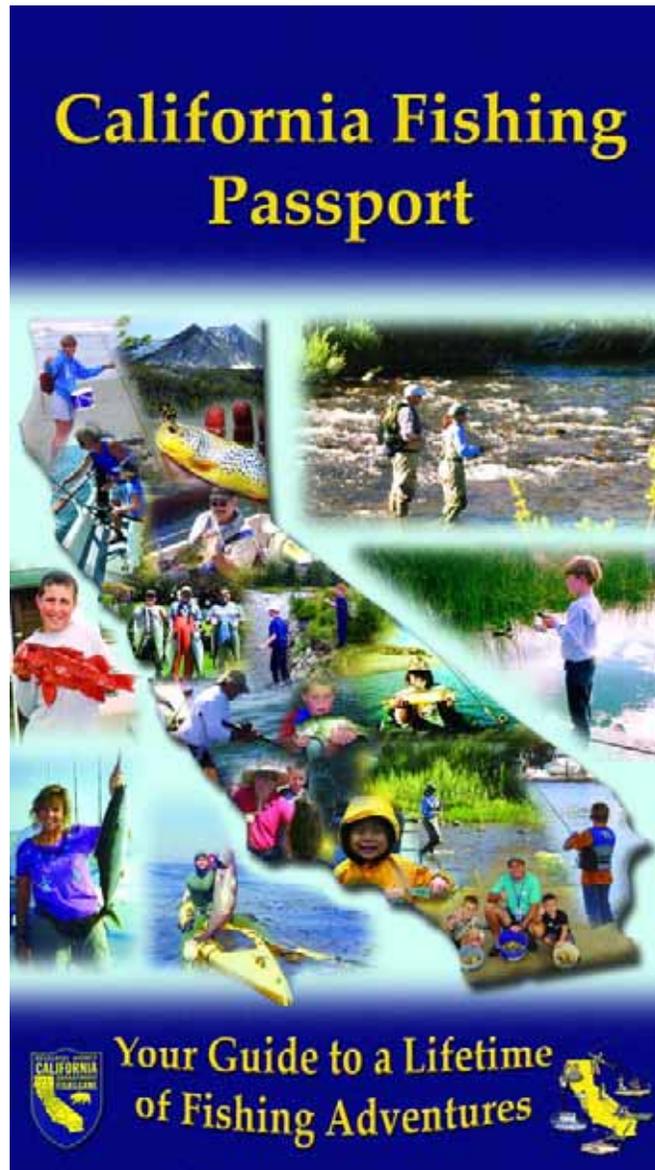


A Program to Promote Fishing and Spending Quality Time with Friends and Family in California's Great Outdoors



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California Fishing Passport

In January 2007, the California Department of Fish and Game (DFG) will launch the **California Fishing Passport**, a new fishing incentive and angler recognition program to promote California's unmatched fishery resources to a target audience of 37.4 million California residents. The DFG is offering sponsorship opportunities that will dually promote the Passport program and its partners.

California is a state of remarkable outdoor recreational opportunities with an unrivaled diversity of fishing, boating and outdoor experiences. With 1,100 miles of ocean coastline, 220,000 square miles of ocean waters, 4,172 lakes and reservoirs, 29,664 miles of streams and rivers, and 1,800 miles of bay and delta waters, California has more fishing opportunities than any other state in the nation.

Currently, 2.4 million people buy California fishing licenses each year, and another 720,000 youth (under age 16) are estimated to fish annually. The DFG is launching the California Fishing Passport program to increase interest in fishing by promoting California's diverse fishing opportunities.

Anglers will be encouraged to "Take the Challenge" to try to catch one of every species included in the **California Fishing Passport** book. The Passport book includes 150 different species that occur in either saltwater, freshwater (warmwater and coldwater) or brackish-coastal waters throughout the state. The Passport program will provide years of recreational opportunities to the individual angler, while providing years of advertising and promotional opportunities for its sponsors.



Following the high-profile launch with Director Ryan Broddrick in January at the International Sportsmen's Exposition in San Mateo, the program continues to build momentum as anglers have begun taking the challenge. The California Fishing Passport is a high-priority project that the DFG is committed to supporting, funding and promoting with its partners for many years to come.

Sponsorship Has Its Privileges!

California Fishing Passport Sponsors will be partners in an unparalleled program that promotes angling opportunities for everyone from the most seasoned angler to children fishing for the very first time.

Our partners will:



- ✦ Be recognized as part of a high-profile, statewide program with DFG and other key fishing industry leaders to promote sport fishing in California.
- ✦ Immediately reach more than 3 million people who collectively contribute nearly \$5 billion to California's economy annually, and that's just the beginning. These numbers will continue to grow with the program.
- ✦ Show support for sport fishing in California and perpetuate the heritage, traditions and values of spending quality time in the outdoors with friends and family.
- ✦ Help advance understanding and appreciation of the importance of resource management, conservation, stewardship and ethical fishing practices.

As a California Fishing Passport Sponsor, your business name and logo will be displayed on the Passport booklet and all program promotional materials (advertisements, brochures, banners, posters, Web site) announcing your partnership in the program.

- ✦ Passport books will be advertised and distributed at all DFG license sales counters and participating businesses that sell fishing licenses – we have **1,900 California businesses that sell fishing licenses!**
- ✦ Advertising space provided in DFG's *Outdoor California* magazine – produced six times per year with an **audience of 24,000 subscribers!**
- ✦ Banners will hang at all Passport events – DFG booths at sportsmen's shows in northern and southern California, fishing tournaments, youth fishing clinics – with estimated **exposure to more than 200,000 people!**

Quotes from Fishing Industry Leaders, Program Organizers and Partners

"The Passport Challenge will encourage Californians to fish in a variety of the state's most spectacular settings," said **Secretary for Resources Mike Chrisman**. "Outdoor activities, like fishing, give people a greater understanding and appreciation of California's rich natural resources, and will help them become better stewards of our environment."

"Our goal with the California Fishing Passport Challenge is to highlight all the fishing opportunities that the state has to offer," said **DFG Director Ryan Brodrick**. "Whether you're new to fishing or you've been in the sport your whole life, the California Fishing Passport Challenge can point the way to a tremendous number of unique fishing experiences available only here in California."

"Completing this challenge will not be an easy endeavor and it will likely entail using a variety of different fishing methods along the way, said **Carrie Wilson, DFG marine biologist and Passport Challenge program coordinator**. "This program will give anglers the educational tools and incentives needed to experience the state's full-range of fishing opportunities with a list of 150 game fish and shellfish species! Are you up to the Challenge?"

"California has some of the finest sport fishing in the world. UASC is proud to partner with DFG in celebrating this with all of Californians," said **Tom Raftican, president of United Anglers of Southern California**.

"The California Fishing Passport Challenge is a great program, and West Marine is pleased to participate with the California Department of Fish & Game, the United Anglers of Southern California and the other partners," said **Laurie Fried, West Marine's director of donations**. "At West Marine, we encourage people to get out on the water and have fun, and recreational fishing is a terrific family activity."

"Pure Fishing is proud to partner with the California Department of Fish and Game to support the California Fishing Passport Challenge," said **Ron Ten Berge, Executive Vice President of Pure Fishing, North America**. "As a company deeply committed to the health and wellbeing of our natural resources, we hope our involvement in this unique program helps foster an appreciation for and participation in the countless sport fishing opportunities found in the beautiful state of California."

"Conserving resources and involving kids is the key to the future of fishing," said **Jim Martin, Conservation Director of the Berkley Conservation Institute**. "The great conservationists of our generation all began with a rod in hand, discovering the delight of trying to trick a fish...and getting tricked back by a little bit smarter fish. The Berkley Conservation Institute is delighted to support the California Dept. of Fish and Game and other partners like the United Anglers of Southern California to help all the generations discover the diversity of California fishing....in the Land of the Endless Season."

Program Information

With this program, more people will get out fishing again and begin reversing today's trend of declining participation in fishing activities. Some of the Passport program's goals include:

- To introduce and promote the whole "fishing experience" on a grand scale throughout the state of California. The target audience will be the largest, widest and most diverse group of people as possible.
- To encourage more people to spend quality time with friends and family in the great outdoors through fishing and boating experiences.
- To guide people of all ages, skill levels and backgrounds on a lifetime discovery of new fishing adventures throughout the state. The Passport program will list all of the state's most popular sport fish species, and provide participants with information on where to go to fish, and what type of tackle they'll need to use to catch them.
- To create a challenging program with broad appeal for everyone - from children fishing for the first time to seasoned anglers who think they've already done it all.
- To fully engage all key fishing industry leaders and organizations in the program in order to reach a wider audience with a unified goal and common objectives to increase angler participation.
- To challenge anglers of all ages and experience levels to participate in a variety of different fishing experiences throughout the state of California.
- To benefit the entire sport fishing community and increase the economic value that anglers contribute to the industry and the businesses of the state of California.
- To highlight and promote California's rich outdoor resources and the many different and diverse fisheries available within and throughout the state.
- To encourage ethical fishing practices and to teach conservation principles.
- To create opportunities for team/family/mentor competitions and incentives which will encourage more family outings focused on fishing and outdoor activities. Mentoring opportunities will be highly encouraged.
- To encourage more people to get outdoors and fish!



How California's Fishing Passport Program Will Work

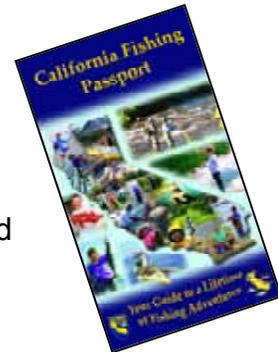
Phase 1: The Basic Program – A Plan for a Lifetime of Fishing Adventures

Currently, 2.4 million people buy California fishing licenses each year, and another 720,000 youth (under age 16) are estimated to fish annually. Everyone who buys a California Sport Fishing License will be given a **California Fishing Passport** book for **FREE**.

The California Fishing Passport Book – “Your Guide to a Lifetime of Fishing Adventures” –

The DFG is producing these high quality program books listing 150 species of selected California sport fish. The books will be very attractive with artwork of each species, room for personal notes, and space for verification stamps that we will issue. The books will be personal log books and become treasured keepsakes for each person's experiences as they fish their way around the state in pursuit of all of California's most popular sport fish species.

- With a passport booklet as their guide, anglers of all ages and skill levels will be challenged to fish for and capture one of all of the 150 most popular a wide variety of different California sport fish species that occur in the state. These include species found in both freshwater and saltwater, and while primarily finfish, a few shellfish and other delicious invertebrates are also on the list.



- While signing up for the program will be easy for everyone, completing this challenge will take most people a lifetime to fully accomplish.



- For each of the passport species successfully caught, anglers will get stamps in their books to certify their accomplishments. Catch and release will be encouraged whenever appropriate. Incentives and prizes will be available to recognize and reward anglers for various levels of personal, family and team achievements.
- To catch all of the different included species will require some travel and a variety of different fishing methods, tackle and various techniques. Everything from flyfishing to deep sea to surf to spinning to trolling tackle and techniques will be encouraged.

Getting Started Will Be Easy! ... Just buy an annual 2007 California fishing license. There will be no additional fees to register. Children 15 years and under may participate without buying a fishing license. Everyone will be provided with:

- **A California Fishing Passport book** to collect stamps for each species caught and to keep personal notes of their fishing experiences.
- **Free Access to the DFG California Fishing Passport Web site** - (www.FishingPassport.org) – This site will list all news, upcoming special Passport events, pictures of successful anglers with their fish, lists of all award winners, and much more!
- **Free Access to the DFG Online Fishing Guide** - Contains specific information about where each species resides throughout the state, maps on where to find them, lists of tackle shops and license vendors, and fish identification pointers.
- **Free Access to “TripTracks”** - A personal online fishing logbook created specifically for the Passport program where each angler can have their own Web-based logbook. Fishing information and photos can be posted and either shared with others or kept private. The DFG will receive only the fishing data to use in fisheries management programs.
- **A New 176-page Fish Identification Book** - Contains all 150 sport fish species found in the passport book, original artwork, descriptions of each, information on where they can be found, and interesting notes about each and every species included in the program (available for a nominal fee.)
- **Special Passport Challenge Events** – Different events will be held throughout the year to support and encourage people to more fully take advantage of the program. Special awards and recognition will be offered with these events.
- **Stamps, Recognition, Awards, Prizes and Some Special Opportunities** – Passport stamps, recognition and awards to recognize success are a big component of the program. Stamps will be given with all verified species catches. Additional recognition, awards, prizes and some special and unique opportunities will be available to those who reach higher levels of success.



Phase 2: Keeping It Different, Challenging and Fun! ~ Building on the program for the future ~

To keep the program alive, challenging and fun, different focused **Fishing Itineraries** (goes along with the passport and adventure travel theme). This concept provides partners lots of opportunities to design and play key roles in this unique program and opportunity.

The fishing itineraries should motivate people to get out and use their passports as a guide to different fishing experiences. The itineraries might target certain species, locations or regions, or focus on different gear types. This structure will also allow for different levels of accomplishment and recognition awards.

The Passport program should be fun and challenging and to stimulate and encourage more people to go fishing. Different approaches trigger different responses in people. This concept offers a lot of opportunities for creativity and for designing new clever strategies for reaching the widest of audiences. Here are a few that are being considered:

- a. **Annual Trip Itinerary** - Each year the DFG will identify a new trip itinerary for the year where various species are selected to feature for that year and specific locations around the state are selected where each one must be caught for this category. This “Trip Itinerary” will change annually and will give anglers new goals to pursue each year, and thus keep the program fresh and fun. It will also allow for sending anglers to specific waters that can support additional directed fishing pressure, and to identify specific species to pursue that can sustain additional pressure or harvest.
- b. **Location Trip Itineraries** – Fishing challenges that are smaller in size and confined to smaller geographic locations to encourage people to get started. By engaging people first in their home areas to make it easy to get started, the hope is to get them hooked on the bigger opportunities that the program offers.
- c. **Different Tackle/Method Itineraries** - A challenge where a particular body of water is designated and a certain species must be caught there using a specified method or bait as the focus.
- d. **Fishery-Type Itineraries** – Include challenges that are confined just to either saltwater, freshwater (cold), freshwater (warm) or anadromous.
- e. **Many other types of Itineraries** – There are many options to consider. Whatever it takes to introduce people to the program and get them interested in trying some new fisheries, geographic regions, fishing methods, etc.





Why Fish In California?



10 reasons why people who love fishing and who love spending time in the outdoors with friends and family can get it all right here in California!

- ▶ **Mexico** isn't the only place to fish for **Yellowtail, Barracuda, Tuna, Albacore** and **Bonito** - we have them right here in California.
- ▶ No need to go to **Alaska** for big, hard-fighting **Chinook Salmon** or huge tasty **Halibut** – they're already here in California.
- ▶ Don't venture all the way to **Florida** in search of whopper **Largemouth Bass** or head for the **Keys** for giant **Billfish** – we've got 'em here in California.
- ▶ Why go to **Idaho, Montana, or Wyoming** to flyfish for trophy **Trout**? Some of the nation's nicest trout are here in California's beautiful lakes and streams.
- ▶ No reason to go all the way to **New Jersey** to catch **Striped Bass** – California's Sacramento-San Joaquin Delta in the north and the Colorado River in the southern part of the state are loaded with 'em.
- ▶ Where else in the world can you find **Abalone** that compare to ours? **New Zealand** and **Australia** have them, but the **Red Abalone** thriving along California's north coast are the largest abalone in the world!
- ▶ **Maine** isn't the only state in the country with delicious **Lobster** – California has their own that can be easily caught right off the southern California coast.
- ▶ If you want tasty crabs, there's no need to go all the way to the **Chesapeake Bay**. **Dungeness Crabs** are famous the world over for their delicious sweet flavor, but they can only be found on the West Coast and right here in California.
- ▶ For those hankering for a tasty bowl of clam chowder, don't think you have to go all the way to **New England**. You can dig for your own **Clams** right here on a California beach.
- ▶ The **Southern Bayou** isn't the only place to get Cajun-style **Catfish**. World class catfish live right here in California waters.

Wonderful, diverse quality fishing experiences can be had right here in the Golden State. With your [California Fishing Passport](#), all the great fishing experiences you'd otherwise have to travel thousands of miles for are awaiting you ... right here in your own backyard!