

# SPONSORSHIP PROPOSAL

MFN Fishing/NOWT  
CHAMPIONSHIP

MFN Fishing

2023



# About Us

MFN Fishing is an organization focused on developing the sport of competitive tournament fishing on the waters of Mattagami Lake and the Gogama/Timmins area.

Our events are coordinated by volunteers with years of experience in organizing fishing tournaments and other events with high participation level.

We are committed to providing competition through fairness, honesty, and respect for our anglers, sponsors, volunteers, and fans.

As a not for-profit organization, we direct all proceeds of our events towards improvement to the Mattagami First Nation community and future tournaments. Beneficiaries include recreational programs, equipment, and child/youth initiatives.



Mattagami First Nation is situated on ancient Indigenous land that has long been home to the Ojibway and OjiCree people from the Mattagami River and Mattagami Lake areas and as far as the Moose River head waters on the James Bay coast. The First Nation is located on the northwest side of the beautiful Mattagami Lake. Translated, the Ojibway word Mattagami means "Meeting Of The Waters".

Mattagami First Nation is located about 20 kilometers north-east of Gogama and is accessible by road 5 kilometers off of Highway 144. The community is 80 kilometers from Timmins, Ontario.



# What We do

## Our Mission

MFN Fishing's mission is to provide competitive fishing opportunities to our anglers, sponsors, volunteers and to our host community of Mattagami First Nation. MFN Fishing is committed to the competitive and recreational spirit of fishing through the sport of tournament angling on the waters of Mattagami Lake.

## Integrity

We provide fair, safe and competitive tournaments that are organized and delivered by our volunteers with respect and sound principles of character.

## Commitment

We uphold a sincere passion and respect for the walleye fishery, our anglers, sponsors, volunteers, host community and partners who share a common love for the competitive and recreational spirit of fishing. We are committed to providing excitement and entertainment to anglers through opportunities for competition, while also promoting public awareness for the sport of fishing.

## Outreach

We are dedicated to giving back and improving our host community of Mattagami First Nation. Through our friendly tournaments and community partnerships, we build strong relationships and a tradition of valued community service.





# Meet Our Team

Our team is consisted of all kind of personalities and different backgrounds. From business woners to community members, we each bring to this team knowledge, experience and passion four our tournaments.



**Jessica Naveau**  
MFN Fishing Executive



**Andre Regimbal**  
MFN Fishing Executive



**Crystel Vallee**  
MFN Fishing Executive /  
NOWT rep.



**Larry Naveau**  
Founder member of the  
MFN Walleye Tournament



**Dan Secord**  
Owner Buildcor  
Construction



**Steve Hebert**  
Owner True North  
Forestry Services



**Aaliyah Naveau**  
MFN Community  
Member



**Janelle Golinowski**  
MFN Executive  
Assistant



**Rob Racine**  
Owner J&B Cycle and  
Marine

# About The Events



Mattagami First Nation has been hosting successful fishing tournaments as part of the Northern Ontario Walleye Trail (NOWT) for over 24 years. The NOWT is Ontario biggest walleye fishing tournament circuit.

In 2016, “MFN Fishing” was born to create a more sustainable platform to host fishing tournaments. MFN Fishing was created with the goal of growing the tournaments’ popularity and improving the efficiency and deployment of these events. MFN Fishing was born on February 7th, 2016. We wanted a totally different experience for our anglers, their families and the fans. From 2016 to today, our involvement has made a lot of positive changes for the community, for the anglers and the NOWT. We have raised the bar high for a better fish survival rate, live streaming on social media platforms and bringing in more than 20 different youth volunteers to help throughout the process.

MFN Fishing host 2 of the 7 walleye tournaments in the NOWT circuit. We welcome 100+ teams per event, that means 200+ anglers and their families. Our events are great opportunities for not for-profit organizations or schools to participate and raise funds. Local business are also seeing the positive economic impact.

## **MFN Spring Walleye Tournament**

First NOWT event of the year

**June  
2-3**



## **MFN Fishing Fall Walleye Classic & NOWT 3rd Annual Championship**

7th and last NOWT event of the year

**September  
7, 8 & 9**

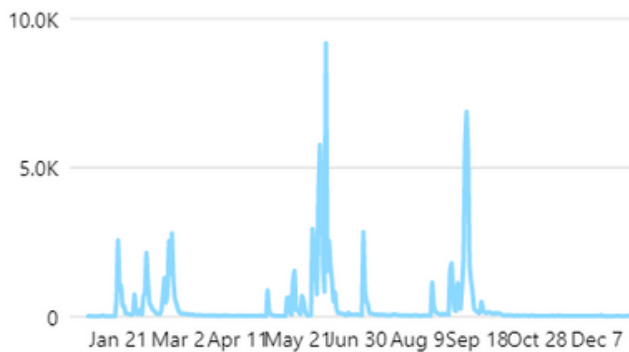
# 2022 Social Media Insights



## Reach

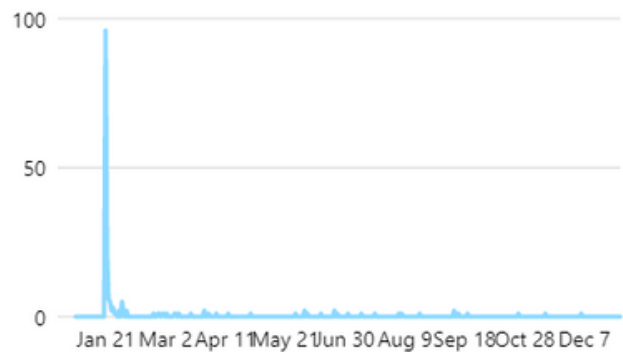
Facebook Page reach ⓘ

41,136 ↑ 613.7%



Instagram reach ⓘ

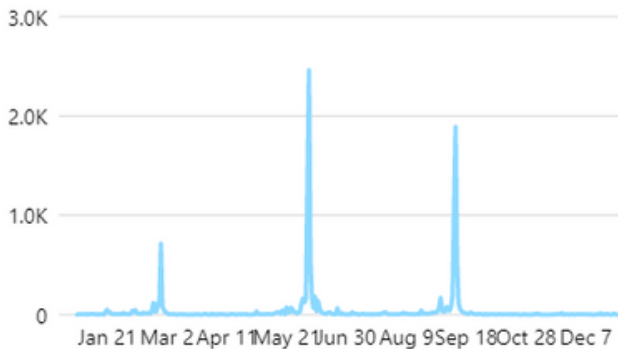
161 ↑ 1.5K%



## Page and profile visits

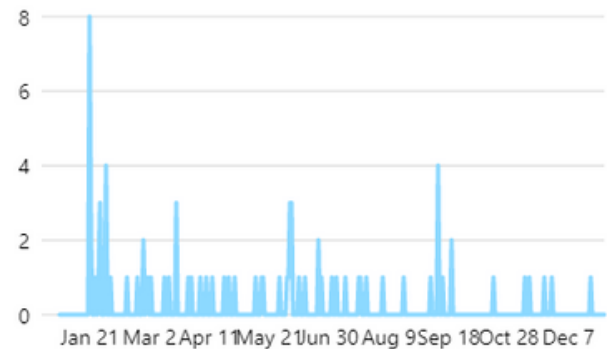
Facebook Page visits ⓘ

13,881 ↑ 1.3K%



Instagram profile visits ⓘ

79 ↑ 102.6%





MFN Fishing is writing this letter to request sponsorships and donations to benefit our 2023 Championship Tournament to be held on September 8 th and 9 th of 2023 .

The 2023 season marks a milestone for MFN Fishing as we host our very first Championship Event through the Northern Ontario Walleye Trail. Over \$120,000 in prizes will be awarded to winning anglers over the course of the event.

We appreciate any assistance you provide, whether it be through Bronze, Silver, or Gold sponsorships (see accompanying sponsorships), food donations for meals, prizes for anglers or gift certificates we can use towards purchases at your store or as a prize. All organizations and businesses assisting MFN Fishing will be recognized at the events, both verbally and in print.

Your sponsorship initiative will ensure that anglers, their families and all spectators have an incredible experience attending our premier event. As for business owners, there is no better way to reach your customers and position your company as an enthusiastic supporter of the community than through active sponsorship or donation!

Thanks for your generous support. It is greatly appreciated!





# Our Packages

- Company logo on the front of MFN Fishing committee and volunteers jerseys.
- Name used in all media spots and on all ad pieces and all PR releases and during event
- 2 complimentary accomodation and dinner at our event
- Digital Advertising on social media throughout the event
- Special signage at weigh station (provided by sponsor)
- Name and/or Logo on arrival overhead banner
- Publicity opportunity in our Angler's "goody bags"(provided by sponsor)
- Logo or name on boat numbers
- Name and logo on side and bottom Stage banners
- Name and Logo on Tournament Website
- Sponsor Plaque and Recognition at Tournament
- Banner at tournament headquarters (provided by MFN Fishing)
- Promotional Booth on Thursday & Friday (provided by sponsor)

**\$ 5,000 +**

- Company logo on the back of MFN Fishing committee and volunteers jerseys.
- Name used in all media spots and on all ad pieces and all PR releases and during event
- 2 complimentary dinner at our event
- Digital Advertising on social media throughout the event
- Special signage at weigh station (provided by sponsor)
- Name and/or Logo on arrival overhead banner
- Publicity opportunity in our Angler's "goody bags"(provided by sponsor)
- Name and logo on side and bottom Stage banners
- Name and Logo on Tournament Website
- Sponsor Plaque and Recognition at Tournament
- Banner at tournament headquarters (provided by sponsor)
- Promotional Booth on Thursday & Friday (provided by sponsor)

**\$ 2,500 - \$4,999**

- Company logo on the back of MFN Fishing committee and volunteers jerseys.
- Name used in all media spots and on all ad pieces and all PR releases and during event
- Digital Advertising on social media throughout the event
- Special signage at weigh station (provided by sponsor)
- Name and/or Logo on arrival overhead banner
- Publicity opportunity in our Angler's "goody bags"(provided by sponsor)
- Name and logo on the bottom Stage banners
- Name and Logo on Tournament Website
- Sponsor Plaque and Recognition at Tournament
- Banner at tournament headquarters (provided by sponsor)

**\$ up to 2,499**

Gold

Silver

Bronze



# Our Fall Prize structure



**NEW!**

## MFN FISHING PRIZE BOARD 2023

### OTHER

**Big Fish per DAY**  
\$1000

**First fish brought in per DAY**  
\$1000

**Biggest Fish of the weekend (between 15' to 17')**  
to be determine

**"MYSTERY weight**  
\$250,000

TOP Female Angler

TOP Youth Angler

### TOP 15

1st	\$20,000
2nd	\$10,000
3rd	\$6,000
4th	\$5,000
5th	\$3,000
6th	\$2,000
7th	\$1,000
8th	\$950
9th	\$900
10th	\$850
11th	\$800
12th	\$750
13th	\$700
14th	\$650
15th	\$600

### NOWT



based on 105 boats





# Contact Us For More Information



Jessica 705-221-4248  
Crystel 705-363-7024  
Andre 705-365-0743



Mattagmi First Nation



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

# Thank you

