



Hebgen Lake Ice Fishing Tournament  
West Yellowstone

January 5-6, 2024

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

## Help Us Celebrate our 12<sup>th</sup> Annual Tournament

### Sponsorship Contribution Request

**We are proud to say this is our 12<sup>th</sup> year!** We appreciate your continued support of this annual event that brings more than 80 teams to our community! They keep coming back because of the great hospitality.

Last year's West Yellowstone/Hebgen Lake NAIFC Ice Fishing Tournament weekend was a success in fact the largest for the Circuit, unfortunately the NAIFC has dissolved!

This Year We are Doing this on our own, with the Chamber of Commerce and our local participating businesses and members. We had over 50 teams take the ice tournament. Most of the tournament teams were "not local," and needed overnight accommodations, staying multiple nights at several different motels and eating at different restaurants.

Town merchants during the event also saw traffic and sales. (This does not include the revenue from ice anglers who visit West Yellowstone other times of the year in addition to tournament weekend.) Tournament competitors all said they would come back for future tournaments, and for both ice and open water fishing!

**We encourage you to think about how you can use this event as a part of your winter marketing promotions.** Businesses should include information on their websites and calendars, as well as market their own ice fishing specials or packages, as a few local businesses have done in previous years. There is clear evidence from our interviews with tournament participants that the businesses that promote ice fishing events as a part of their own business promotions receive the most benefit from the event.

**Please choose a sponsorship level, print, and complete the bottom of page.**

**RAINBOW: \$500.00 and above**

- Email and social media materials ready for you to use to market to your customer base to promote the weekend and ice fishing experiences all winter.
- Promotion of your packages/discounts on the tournament website
- Business name included on posters and printed sponsor lists
- Signage at the tournament location
- Business description, logo, and website link on [www.westyellowstonemticefishing.com](http://www.westyellowstonemticefishing.com)

**CUTTHROAT: \$150.00 - \$499.00**

- Promotion of your packages/discounts on the tournament website
- Business description, logo, and website link on [www.westyellowstonemticefishing.com](http://www.westyellowstonemticefishing.com)

**BROWN: Up to \$149.00**

- Business description, phone number and website link on [www.westyellowstonemticefishing.com](http://www.westyellowstonemticefishing.com)

*Note: Any business that is willing to donate in-kind services including lodging, food, activities, use of equipment or supplies will be recognized at the cash equivalent level.*

**2-4 VOLUNTEERS WITH SNOWMOBILES TO WORK THE TOURNAMENT ON SUNDAY, JANUARY 6, ARE ESPECIALLY NEEDED.**

Please send your contribution and plans for your packages to be included in the tournament marketing to us as soon as possible.

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Name (contact person): \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address (mailing/street address, city, state, zip): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Description: \_\_\_\_\_

Business Website (for internet links): \_\_\_\_\_

Amount of contribution: \_\_\_\_\_

Please make all checks payable to The West Yellowstone Chamber and mail to:  
P.O. Box 458 West Yellowstone, MT 59758  
(Memo – Ice Fishing tournament)

Questions about the tournament? Contact Garrett Ostler at 801.721.4435  
[ltsgofish41@hotmail.com](mailto:ltsgofish41@hotmail.com)

Questions about advertising? Contact Katrina Wiese at 406.646.7701 or  
[president@destinationyellowstone.com](mailto:president@destinationyellowstone.com)