

## 2010 Recycled Fish “On Ice” Tour Executive Summary Report



By the numbers:  
60 Live Event Days  
30% Increase over 2010  
68,620 Estimated Attendees  
414,920 Live Event & Travel Impressions  
111,000 Media Impressions  
142,500 Online Impressions  
12,000 Fish Transport & Trash Cleanup  
Bags Distributed

\* estimated totals

The Recycled Fish “On Ice” Tour grew in 2011 both in size and impact through strategic and tactical improvements.

- Ben Leal took the helm as Tour Manager, allowing us to continue the everyday work of the cause while the tour was going on, and allowing us to be in more places on any given weekend.
- We published “Stewardship On Ice,” a new booklet that helps anglers understand their role as stewards through the sport of ice fishing.
- We implemented an “Event in a Box” strategy which allowed our event partners to host Recycled Fish “On Ice” Tour events, efficiently and effectively extending the reach of the tour.
- Our “Short Rods” shirt was a breakthrough hit, outselling all previous Recycled Fish T-Shirts.
- Our onsite presence and overall goals switched from primarily awareness and brand building to mission-focused messaging and education.



## 2011 Recycled Fish "On Ice" Tour Schedule

Dec. 3-5	Ice Fishing & Winter Sports Expo	St. Paul, MN	Feb. 19	Minnetonka Youth Derby	Minnetonka, MN
Dec 10-12	Syracuse Ice Fishing Expo	Syracuse, NY	Feb 20	NAIFC Tournament	Richmond Lake, SD
Dec 11-12	Bass Pro Shops Ice Weekend	Council Bluffs, IA	Feb 20	Fountain Lake Derby	Albert Lea, MN
Dec 11-12	Bass Pro Shops Ice Weekend	Des Moines, IA	Feb 20	NE Ice Tour	Morris County, NJ
Dec 11-12	Cabela's Ice Fishing Weekend	Rapid City, SD	Feb 25	Fishapalooza Ice Bash	Forest Lake, MN
Dec 18	NAIFC Championships	Rhineland, WI	Feb 26	Fishapalooza Derby	Forest Lake, MN
Jan 8-9	Okoboji Hardwater Open	Okoboji, IA	Feb 25-27	Ice Roads - Bluegill-Rama	Okoboji, IA
Jan 9	NAIFC Event	Winnipeg, CA	Feb 27	NE Ice Tour Lily	Lake, PA
Jan 14-15	Ice Roads - Walleye Weekend	Leech Lake, MN	Mar 6	NE Ice Tour	Castleont, VT
Jan 16	NAIFC Tournament	Hamlin Lake, MI	Mar 11-12	Ice Roads - Crappie Boom	Namekagon, WI
Jan 16	NE Ice Tour - Beechwood	Tioga County, PA	Mar 13	True Ice - Reetz Lake	Webster, SD
Jan 16	True Ice - Island Lake	Sioux Falls, SD	<i>...and a handful of others in MN, PA, NE ...</i>		
Jan 21 - 22	Brainerd Jaycees Extravaganza	Brainerd, MN			
Jan 21-23	River City Expo	Council Bluffs, IA			
Jan 28	Manawa Winterfest Ice Bash	Council Bluffs, IA			
Jan 30	Big Creek Hardwater Open	Des Moines, IA			
Jan 30	NE Ice Tour	Oneida, NY			
Feb 5	NEFGA Ice Clinic	Kearney, NE			
Feb 5	NE Ice Tour	Kahle Lake, PA			
Feb 5	Winter Games Ice Bash	Des Moines, IA			
Feb 6	Winter Games Ice Derby	Des Moines, IA			
Feb 12	NE Ice Tour Tournament	Perry, NY			
Feb 12	Wissota Winter Classic	Chippewa Falls, WI			
Feb 13	NE Ice Tour Championship	Wyoming County, NY			
Feb 13	True Ice - Mitchell Lake	Mitchell, SD			
Feb 19	Wolford Tagged Fish Contest	Kremmerling, CO			



*At left, Ben Leal took over as our Tour Director this year, serving also as our Tournament Director. Behind him Dan Baklund is an Ambassador from Minnesota. Above, energetic ice fishing kids were always winners at Recycled Fish events. We met these kids at our Fishapalooza Ice Bash in Forest Lake, MN.*

### Official Tour Sponsors received recognition through:

Inclusion in viral videos like "Some Just Have Passion" and Recycled Fish "On Ice" Wrap  
 Our 4-page On Ice Tour program (2,000 copies)  
 Our 16-page "Stewardship On Ice" Booklet (2,000 printed, not all distributed in 2011)  
 Business Card Sized Handouts (5,000+)  
 Live Event Appearances (logo on physical assets like new trailer, banners, posters)  
 Product Display / Demo / Sampling at live events, Ice Bash Events, Raffle  
 Recycled Fish Website (multiple pages)  
 Recycled Fish Email Blasts  
 "Short Rods" and "Hardwater Open" T-Shirts  
 Aggressive ongoing endorsement at Online / Social Media (Facebook, Twitter, Forums)  
 Stewardship Tip Email Blast Features



*Our Recycled Fish Hardwater Open tournaments this winter included the Okoboji Hardwater Open, Big Creek Hardwater Open, and nationwide AMI Hardwater Open Online Derby. We are proud to have the support of Scheels and Berkley for these tournament events within the tour.*

