Throw A Line
Exposing Youth to an Alernative Way of Life
self-esteem
sportsmanship
respect
discipline
leadership
achievement
Improving the outlook for at risk youth by providing an alternative to everyday life.
www.throwaline.com

hope

Remember catching your first fish? The excitement, adrenalin rush, and thrill is often described as an experience you never outgrow or forget. Unfortunately, for some youth, their experiences are not joyful, but riddled with negative peer pressure, and a far cry from exciting. Simply because of never being exposed to alternatives, and not realizing there are positive attributes to the sport of fishing. There is hope, if time is given to **Throw A Line** of support, being proactive in the effort in showing that others care about their well being.

Throw A Line is a non-profit organization that focuses on exposing less fortunate youth to the joys of fishing, providing them with an alternative to negative inner city activity. Children who may be considered at risk often are not afforded the same opportunity as their counterparts. End result, some become a participant in crimes, simply due to not knowing other pleasures in life, that in it's own way, teach morals and values. Such as patience, achievement, perseverance, focus, sportsmanship, and respect for the environment. All while having fun, with a newly gained initiative to do it over and over again.

So in essence, it's not just the "first fish" caught that's remembered. It's the experience of learning something new each time. A newly learned value with each trip, and every fish that's caught. An opportunity afforded by **Throw A Line**.

- "Many persons have a wrong idea of what constitutes true happiness. It is not attained through self-gratification, but through fidelity to a worthy purpose."

- "The charm of fishing is that it is the pursuit of that which is elusive but attainable, a perpetual series of occasions for hope"

- "Many men go fishing all of their lives without knowing it is not fish they are after"

- "A successful person is a dreamer whom someone believed in"

Our Initiative

Mission:

Throw A Line, 501(C)3 is a non-profit organization focused on exposing less fortunate youth between 8-15 to the joys of fishing, providing them with an alternative to negative 'inner city' activity.

About Us:

Throw A Line, was establish to cater to young boys considered to be at risk, and introduce them to a sport that will entice them to dedicate their free time to learning more. At every outing, each kid will be partnered with a mentor considered to be successful in life. Providing the opportunity for open communication, and to help kids realize their potential. At the same time, introducing them to a fun sport, that will be enjoyed throughout life.

Goals:

- Introduce youth to an activity that takes presidence over negative inner city activities.
- Place youth in a setting where they will be inspired to set positive goals in life.
- Providing one-on-one communication with a successful mentor that will offer encouragement that they too can be an achiever.
- Make the difference in a child's life by placing them in an environment that shows the professional side of the sport of fishing.
- Help youth realize the patience in fishing and how it's related to everyday life.
- Show the importance and need of wildlife conservation and obeying laws that support continued growth.

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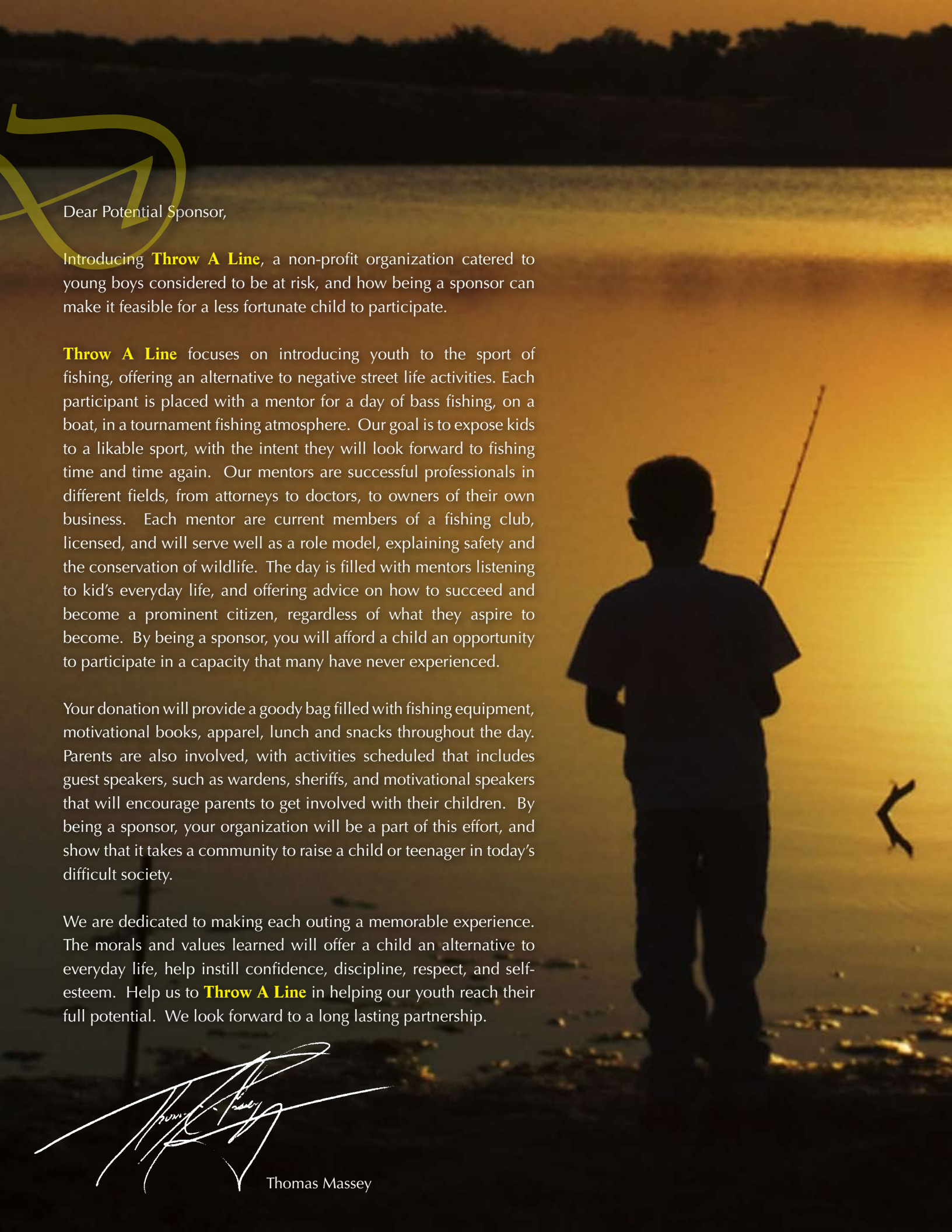


Dear Potential Sponsor,

Introducing **Throw A Line**, a non-profit organization catered to young boys considered to be at risk, and how being a sponsor can make it feasible for a less fortunate child to participate.

Throw A Line focuses on introducing youth to the sport of fishing, offering an alternative to negative street life activities. Each participant is placed with a mentor for a day of bass fishing, on a boat, in a tournament fishing atmosphere. Our goal is to expose kids to a likable sport, with the intent they will look forward to fishing time and time again. Our mentors are successful professionals in different fields, from attorneys to doctors, to owners of their own business. Each mentor are current members of a fishing club, licensed, and will serve well as a role model, explaining safety and the conservation of wildlife. The day is filled with mentors listening to kid's everyday life, and offering advice on how to succeed and become a prominent citizen, regardless of what they aspire to become. By being a sponsor, you will afford a child an opportunity to participate in a capacity that many have never experienced.

Your donation will provide a goody bag filled with fishing equipment, motivational books, apparel, lunch and snacks throughout the day. Parents are also involved, with activities scheduled that includes guest speakers, such as wardens, sheriffs, and motivational speakers that will encourage parents to get involved with their children. By being a sponsor, your organization will be a part of this effort, and show that it takes a community to raise a child or teenager in today's difficult society.

We are dedicated to making each outing a memorable experience. The morals and values learned will offer a child an alternative to everyday life, help instill confidence, discipline, respect, and self-esteem. Help us to **Throw A Line** in helping our youth reach their full potential. We look forward to a long lasting partnership.

Thomas Massey

Partnerships

Sponsorship:

Throw A Line, 501(C)3 is a non-profit organization focused on exposing less fortunate youth between 8-15 to the joys of fishing, providing them with an alternative to negative 'inner city' activity. We assist by placing kids in a capacity most have never experienced. By being a sponsor, you or your company will be looked upon as a community partner that cares about the welfare and outcome of our youth. This experience is seasonal, April through August, and a schedule of each outing date will be provided, to allow sponsors to come out and join the fun. All outings will be at Falls or Jordan Lakes, and details will be provided per outing, which will include directions and designated boat ramp information. Naming rights based on 1 year commitment, and are equally shared amongst other sponsors at the same level.

Each Outing Includes:

- Professionals as guest motivational speakers for each outing (subject to availability)
- Participants receive continental breakfast and catered box lunch
- Parents of participants are provided continental breakfast and grilled lunch in a 'cook-out/bbq' setting
- Participants are awarded plaques upon completion of tournament (1st, 2nd, and 3rd place)
- Participants are awarded certificate of participation
- Participants will receive **Throw A Line** apparel (including hats, T-shirts, etc.)
- Participants receive motivational and 'how-to' books
- Participants receive goody bags (filled with fishing equipment)

Sponsorship Packages:

Tight Lines Sponsor ($1,000)

- Name recognition on all printed outing materials. (Includes banners, media kit, website, apparel, and all hand out materials)

Avid Angler Sponsor ($2,000)

- Name recognition on all printed outing materials. (Includes banners, media kit, website, apparel, and all hand out materials)
- Recognition as breakfast host of outing

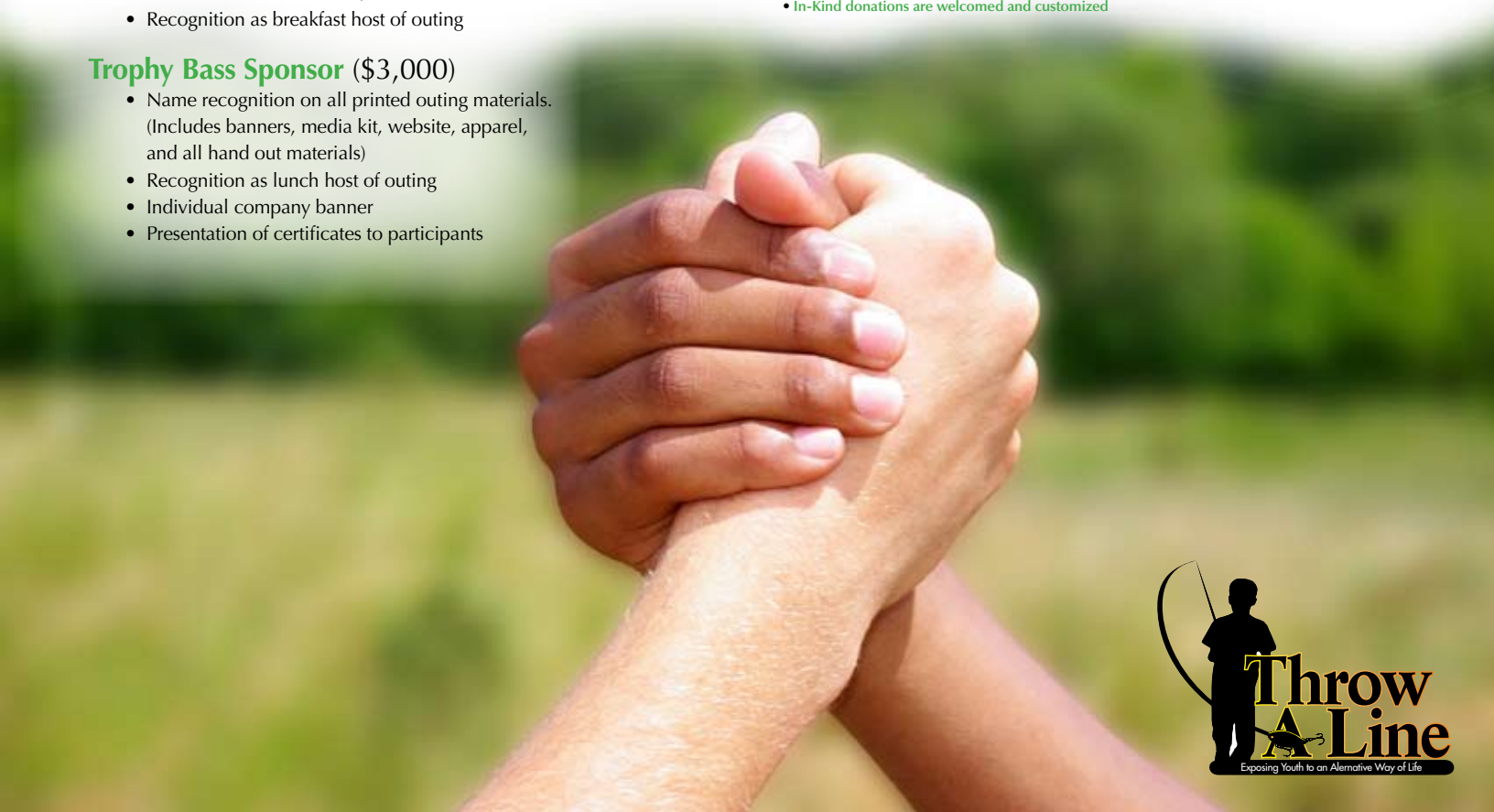
Trophy Bass Sponsor ($3,000)

- Name recognition on all printed outing materials. (Includes banners, media kit, website, apparel, and all hand out materials)
- Recognition as lunch host of outing
- Individual company banner
- Presentation of certificates to participants

Lunker Bass Sponsor ($5,000)

- Name recognition on all printed outing materials. (Includes banners, media kit, website, apparel, and all hand out materials)
- Recognition as host of outing (i.e. ")
- Individual company banner
- Presentation as host to parents and participants
- Presentation of 1st, 2nd, 3rd place trophies

- Call for customized package or if you would like to be an anoynomous contributor
- In-Kind donations are welcomed and customized



Throw A Line
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Our Mentors

John Doe
Director of Marketing
ABC Technology
Club: NC Lunker Anglers

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Director of Marketing
ABC Technology
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Dear Parent/Guardian,

Thank you for allowing your child to participate in a life changing fishing experience with **Throw A Line**. **Throw A Line** is non-profit 501(C)3, organization catered to young boys considered to be at risk, or one in need of positive guidance.

Throw A Line focuses on introducing youth to the sport of fishing, offering an alternative to negative street life activities, or negative peer pressure. Each participant is placed with a mentor for a day of bass fishing, on a boat, in a tournament fishing atmosphere. Our goal is to expose kids to a likable sport, with the intent they will look forward to fishing time and time again. Our mentors are successful professionals in different fields, from attorneys to doctors to owners of their own business. Each mentor are current members of a fishing club, licensed, and will serve well as a role model, explaining safety and the conservation of wildlife. The day is filled with mentors listening to kid's everyday life, and offering advice on how to succeed and become a prominent citizen, regardless of what they aspire to become.

Each participant will receive a goody bag filled with fishing equipment, motivational books, and apparel. Lunch, beverages, and snacks will be provided. We encourage you to also get involved, by staying for the whole outing. You will have an opportunity to enjoy activities that includes guest speakers, such as wardens, sheriffs, and motivational speakers. To make this an enjoyable outing for you as well, a continental breakfast and BBQ in a cookout setting will be provided. Should you decide not to stay, you are required to stay for the morning brief, and pick up your child after the outing.

In order to make sure your child is in a comfortable setting, the liability form must be completed and returned a week prior to the outing. To make this process more convenient, the form is available online at www.throwaline.com, click the 'parents tab' on the home page and follow the prompts. Safety of your child is our top priority, and life jackets will be provided. To assist with comfortability, please pack a jacket or sweatshirt for the morning hours. To ensure you and your child are at ease with safety, police officers, sheriffs, and wardens will also be on deck.

Enclosed, you will find directions to the boat ramp and other essential information. It is important that this information is read, and that you arrive no later than 6:30AM. Before launch, safety measures will be covered. Also discussed, rules of the tournament, designation of port-o-potties, in case of inclement weather, and an opportunity for Q&A. Weigh in is scheduled for noon, and predicted departure time is 1:30PM.

We are dedicated to making this outing a memorable experience for you and your child. The morals and values learned will offer your child an alternative to everyday life, help instill confidence, discipline, respect, and self-esteem. Feel free to contact us if there are any questions or concerns. We look forward to a fun outing, creating a bond, and most importantly, making a positive change.

Our Best,

Thomas Massey
Director of Marketing
Throw A Line

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www.throwaline.com