Phins’ Fishing Tournament benefiting local United Ways

Joe Calagaz – Phins Apparel

John Calagaz – Fishing Chaos
AGENDA

- Who we are
- What we are doing
- What I am asking from the local United Ways
- Why we are doing this and what we hope the results will be
- Vision of the future
Who We are

- Joe Calagaz

- John Calagaz
5 years running fishing tournaments in person and "virtual"
over 6,000 tournaments run in 2021
~40,000 tournament anglers on the platform
~200,000 fish submitted
Run the "world's largest" in person fishing rodeo for 5 years
#1 platform for Brands to use if putting on a charity or branded tournament.
Run over 50 national tournaments per month.
Headquartered in the Southeast
Regional Fishing Tournament April 9th to May 1st
- 8 States
- $10,000 prizes (min)
- Catch-Photo-Release
- Virtual Submission
- 6 Categories ($35 ticket)
  - Bass
  - Catfish (freshwater)
  - Redfish
  - Snook
  - Speckled Trout
  - Crappie
- High School Division
- 10 Random drawings for registered anglers (bi-weekly)
- Donation ticket (increments of $10)
WHAT WE ARE ASKING

- Amplify our messaging to your communities
  - Facebook
  - Instagram
  - Post flyers
  - Email
  - Etc.
- Regional Sponsors (if applicable)
HOW IS IT GOING TO WORK

- We will promote the tournament on social to get anglers to register
- We are actively talking to both fishing and non-fishing sponsors
- We are going to hold bi-weekly random drawings to increase awareness
- Net proceeds of the tournament will go to Local UW based on the zip code of the angler or what they put when they register
The long-term vision is a nationwide tournament with 10,000+ anglers generating $100,000+ for United Way.
WHY WE ARE DOING THIS

- To raise awareness for Phins Apparel and funds for United Way