

EXPERIENTIAL MARKETING

LONGER RELATIONSHIPS

Generate “call to action” results and emotional associations with the *SPORT FISHING* audience through our dedicated experiential marketing programs. Creating memorable personal experiences helps people connect to your brand and make intelligent and informed purchasing decisions.



FISHSTOCK

This four-day fishing event is wrapped around an inshore- and offshore-fishing tournament. The weekend is a festival that includes, food and music, a boat show, fishing seminars and clinics, kids activities, charities and causes. Saturday morning, a special 5K run leaves from FishStock, launching that day's events. This is a perfect setting for you to promote and sell your brand to an informed purchasing audience. Now in its 10th year, FishStock is held on Memorial Day weekend, host's 4,000+ anglers and spectators and is supported by the Convention and Visitor Bureau.



➔ FISHSTOCK.COM

➔ EXPERIENTIAL MARKETING FACT

85% agree they would tell others about participating in a live event.

Source: Promo Magazine's Experiential Marketing Study

Allows more time to be spent with your customers
Requires less time to inspire action among participants
Leads to longer relationships and advocacy that pay off over time