

CHICAGO YACHTING ASSOCIATION

1ST CHICAGO SALMON CLASSIC

SEPTEMBER 29, 2007

The Chicago Yachting Association (CYA) is excited to be hosting Chicago's first major Salmon Fishing Tournament, "The Chicago Salmon Classic." The Chicago Salmon Classic is a big dollar tournament with a 1st place prize of \$8,000 based on 60 registered boats. There will also be a "Big Fish" contest with a \$500 1st place prize (assuming 60 participants). Approximately \$20,000 in cash and prizes will be awarded overall. Each boat/participant will pay a \$300 entry fee for the Tournament and a \$25 entry fee for the big fish contest.

This event will be held September 29, 2007 from 6:00 a.m. to approximately 4:00 p.m. at the Columbia Yacht Club (COLYC). COLYC has graciously offered the use of its facilities during this event as well as free dockage for participants. You can take a virtual tour of the COLYC's facilities and docks where the event will be staged by visiting: www.columbiayachtclub.com.

We are reaching out to potential sponsors for commitments to what we believe is a long overdue fishing tournament in Chicago, a truly world-class city with a world-class sport fishery. The benefits of sponsoring this event include:

- All of the COLYC's facilities will be made available to sponsors.
- Anchor sponsors will be able to advertise on the club ship's bow. (The bow rests at the foot of Randolph St. in downtown Chicago and can be seen by vehicles on Lake Shore Drive as well as by the thousands of pedestrians who visit Chicago's lakefront each day.)
- Sponsor's logo will be featured in all marketing materials -- not only in print but through our internet advertising as well, which will be linked to numerous websites. Advertising will be done in Illinois, Indiana, Michigan and Wisconsin.
- We are asking Midwest Outdoors to feature television coverage of the tournament because never before has a salmon fishing tournament been held on Chicago's lakefront or at the COLYC.
- Sponsors will also benefit by promoting fishing awareness and conservation on Lake Michigan.

Thank you in advance for your interest and participation in what will be an outstanding event.

The Chicago Yachting Association