



2024 - Carpslam XVIII

Sponsorship Options



September 14, 2024 | Denver, CO



A Fly Fishing Tournament Testing World Class Fly Anglers

Denver Trout Unlimited Carpslam XVIII

Align with avid anglers who call the Denver South Platte their home water. Carp Slam is a fly fishing only Pro-Am tournament where teams of anglers match wits with the wily and elusive common carp

The South Platte River, flowing through downtown Denver, CO, stands out as a truly unique urban fishery in North America.

The proceeds from this tournament support community engagement and education programs, enhance angling access, and contribute to reconstruction and rehabilitation projects along the Denver's stretch of the South Platte River.



Supporting the Success of DTU

A commitment to education, conservation, engagement.

Supporters of the tournament contribute to vital conservation efforts along the iconic South Platte River. With a focus on community engagement, education and angling access initiatives, your sponsorship showcases your commitment to environmental stewardship.

DTU 2023 Accomplishments:

- **Anti-Deg Win**
Landmark reversal of a decision to allow increased pollution in the DSP
- **The Chatfield Environmental Pool**
Secured riparian habitat throughout the DSP
- **9 Trout in the Classroom projects**
DTU delivered 1600 trout eggs to 9 tanks throughout Denver.
- **River Cleanups** along the Platte in Denver get the community involved in stewardship of the river corridor



CARPSLAM 2023 RECAP

Success in numbers

\$38k

Raised for
the River

50+

Competitors +
Volunteers

244"

Caught &
Released

CARP SLAM XVII

1ST PLACE AMATEUR

CARP SLAM XVII

1ST PLACE PRO



CALLING ALL SPONSORS

INFLUENCE

Elevate your brand. The event creates visibility with scores of committed anglers. Through the DTU Website and social channels you'll have additional exposure to thousands of followers.

ALIGNMENT

Through the global authority of Trout Unlimited and the local engagement of DTU, you will prioritize education, conservation and protection of Denver's stretch of the South Platte River.

CARPSLAM SPONSOR PACKAGES

We're a not-for-profit organization. So, let's talk about what makes the most sense for your business. Below are some packages for brands looking for high visibility and alignment with our mission.

| | DSP Bronze Medal | DSP Silver Medal | DSP Gold Medal |
|--------------------------------|------------------|------------------|--------------------|
| Visibility: | | | |
| • Website Recognition | Slideshow | Slideshow | Slideshow + Banner |
| • Signage, event banner | Yes | Yes | Yes |
| • Signage, on river..... | — | Yes | Yes |
| • T-shirt logo | — | — | Yes |
| • Instagram Post | — | Yes | Yes |
| • Instagram Story | Yes | Yes | Yes |
| • DTU Newsletter (Qtrly) | — | Yes | Yes |
| Total value: | \$1,000 | \$2,500 | \$5,000 |

Additional Sponsor Opportunities

- Awards Ceremony Dinner (taco truck) \$2,000
- Competitors' Lunch \$1,000

- Largest Slamateur Carp \$1,000
- Competitors' Lunch \$ 500



WHY CARP?

Because it's accessible

Urban anglers have discovered the thrill of carp fishing just minutes from their doorstep! No more long drives to remote locations. It's a more sustainable and rewarding angling option.

Because it's challenging

Carp are mighty warriors on any tackle. On a fly rod, they test the skills of the most seasoned anglers – these anglers are folks who value premium angling experiences.

Because it's important

Through conservation, protection and education, the South Platte is improving and will become a world-class recreational asset in the heart of Denver, Colorado.

