

# Creating Partnerships Between Orvis Retail and ELOG



# The Orvis Family



- **Facets of the brand working together**
- **Orvis retail everywhere!**
- **Goal of this session**
- **Our biggest opportunity – Fly Fishing 101**

# Why FF101?



**ORVIS**  
SPORTING TRADITIONS  
Since 1856

Orvis Guide Rendezvous 2015

# The Numbers

- **Over 42,000 students since 2011**
- **3,847 new Trout Unlimited members in 2014**
  - **\$20,000 in donations**
- **1,894 rods sold in 2014**
- **1,688 loaded lanyards sold**
- **78% response rate**



*These students are invested...*

# Class Structure

- FF101 – Fly Fishing is Fun!
- FF201 – Catch a Fish
- FF301 – Biggest opportunity at this point
  - Create a “menu” of options for our students
  - Unstructured by design
  - Not just for FF101/201 students
  - **At it's best, we envision FF301 being directly linked to ELOG involvement!**



# Benefits

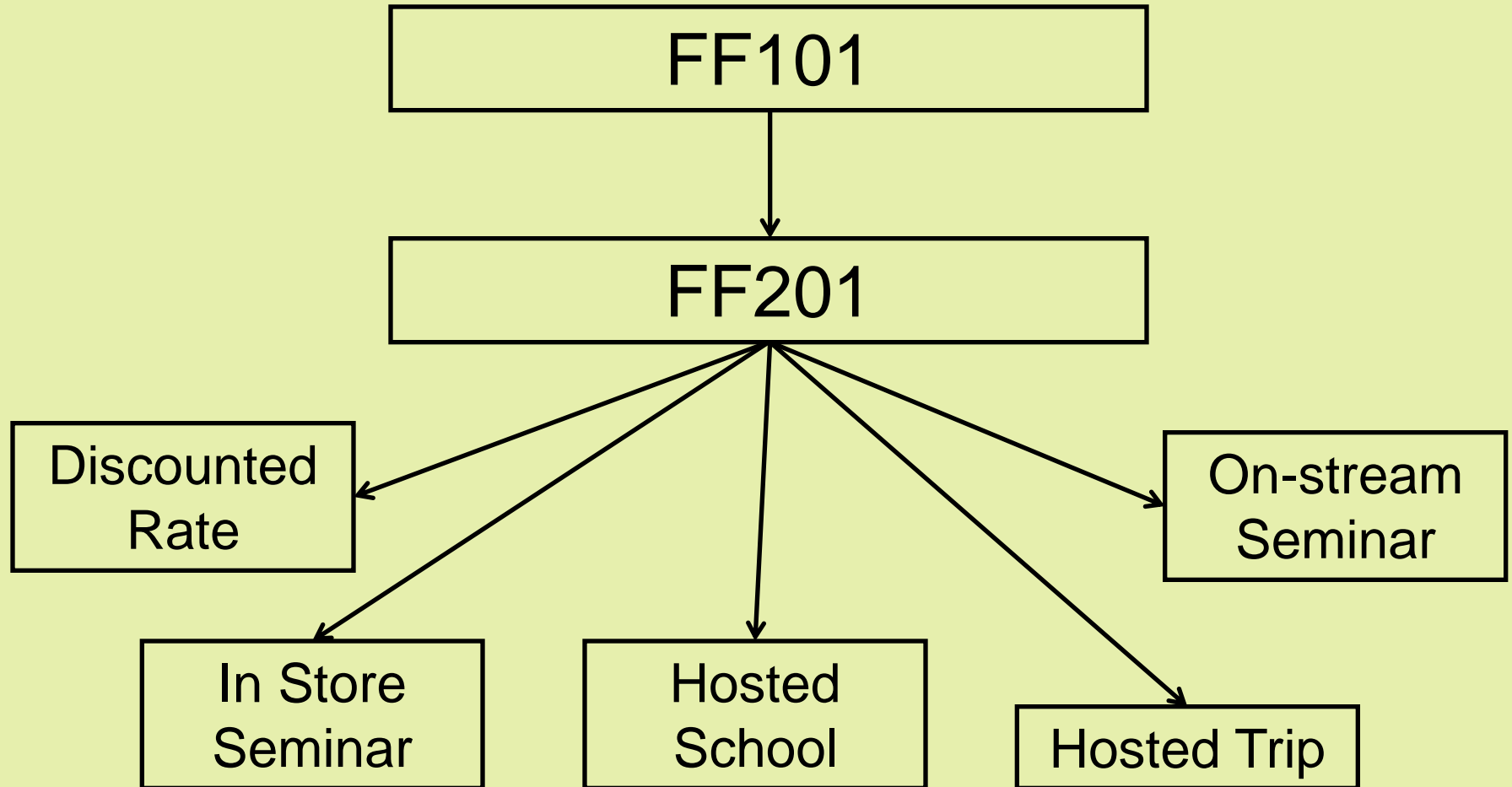
## ELOG

- **New Audience**
- **Qualified Clients**
- **Repeat Business**
- **Leverages Trust**

## Retail

- **Builds Community**
- **Lends Credibility**
- **Creates Opportunity**
- **Next Step for FF101**

# What is FF301?





## **Orvis F301 Fly Fishing Course – Smallmouth Bass Fishing with Matt Miles**

- **Course Description:** Six (6) hour course of on-the-water fly fishing instruction that will include reading the water , rigging, and fly selection; streamer and top water techniques for catching smallmouth bass on the James River

**Course Dates:** June 27, 2015, 9:00 a.m.

**Location:** James River, Percival’s Island Natural Area – park in city parking lot close to train tracks, on the other side of the tracks from the Craddock Terry Hotel

1600 Concord Turnpike  
Lynchburg, VA 24504  
(37.410529 – 79.135131)

**Cost:** \$100 per person; up to eight (8) people. Price includes beverages, flies, leaders, and tippet

**What to Bring:** Rod, reel, a packed lunch, sunscreen, and sunglasses. Please be prepared to wet wade with wading shoes or stable sandals. Please also have a Virginia Fishing License and dress appropriate for the weather. Information on obtaining a license can be found on [mattmilesflyfishing.com](http://mattmilesflyfishing.com), with links to the Virginia Game and Inland Fisheries to the right of the home page

**Registration:** To register, please call or e-mail Capt. Matt Miles, (434) 238-2720 or [matt@mattmilesflyfishing.com](mailto:matt@mattmilesflyfishing.com)





# Lowtide Charters'

## FF 301 Offering

\$100 off everyday you book from  
April 1st-August 31st

Come to Louisiana and fly fish the best red drum fishing in the world. The marshes just outside of New Orleans are a perfect first time saltwater sight fishing experience. A number of first time anglers fresh out of FF 101 have come out and caught fish. Let me show you what Louisiana has to offer and get a chance to catch redfish, black drum, sheepshead, and garfish. For more information Contact Lucas Bissett @ 225-718-9532 or visit [louisianalowtide.com](http://louisianalowtide.com)



# Contact Us

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