



Humboldt Steelhead Days
Care of: Mad River Alliance
P.O. Box 1252
Blue Lake, CA 95525

January 6, 2019

Community Members,

Humboldt Steelhead Days is a **two-month-long fishing** event created by a local non-profit, Mad River Alliance. Mad River Alliance is dedicated to protecting and restoring the watershed and its ecological integrity. And we need your help!

Important components of the success of Humboldt Steelhead Days is marketing and outreach; funding educational programs such as the annual Steelhead Expo, the Science and Monitoring program, Paddle with a Purpose; and organizing the many river clean ups our dedicated volunteers perform.

Humboldt Steelhead Days strives to excite every angler about casting out and exploring our beautiful watersheds. Our Humboldt rivers are a fragile resource that we would like to see anglers not only experience, but respect and cherish.

On **January 19**, MRA will be kicking off **Humboldt Steelhead Days Year #6** of the fishing contest at Mad River Brewing Company's Tap Room in Blue Lake starting at 5pm. This **HSD Kick Off Party** and mixer will be our first major fundraising effort. There will be drawings, giveaways and a silent auction of donated prizes from our partners and sponsors. Your company will be showcased at this event! Last year, more than 250 people came out to support our cause.

Humboldt Steelhead Days would be honored to showcase your donation in our raffle and silent auction in any form convenient for you. Gift certificates, outdoor supplies and any fishing gear is welcomed. We will include your company logo on our official poster, website, social media as well as feature your donation at one of our events.

Three easy ways you can help or be a part of HSD Year #6:

- Be an event sponsor, visit humboldtsteelheaddays.com under **Sponsor & Support** tab for more info.
- Provide an item or service for our raffle and silent auction, and we'll come get it!
- Provide a monetary donation to our educational programs; there are easy downloadable forms on both the HSD and MRA websites to mail in with your check or you can even donate online with Pay Pal or credit card.

Visit humboldtsteelheaddays.com or madriverriveralliance.org/donate

We look forward to partnering with you for this celebration of our winter steelhead, their tributaries and local watersheds that produce them. This will be an event that helps make a difference in our community. Please contact us by Google voice mail at (707) 502-2280 or email humboldtsteelheaddays@gmail.com to discuss sponsorship or donation possibilities.

Thank you for your time and consideration.

Dave Feral

Mad River Alliance
Founder

dferal@madriverriveralliance.org

Caroline Hall

Mad River Alliance
Board of Directors

caroline@madriverriveralliance.org

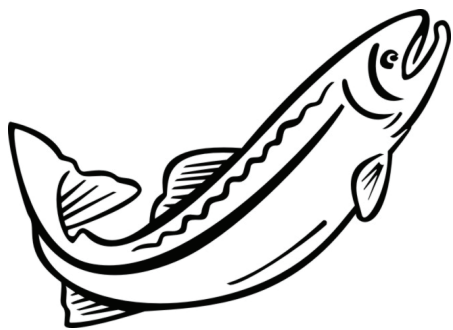
Tracy Mac

Humboldt Steelhead Days
Fishing Coordinator

humboldtsteelheaddays@gmail.com

*Visit our **Facebook page** to see all of our planned events coming up!*

- **Kids' Fishing Event** on Jan. 27: Live Trout Pond - we will teach kids how to catch a fish
- **Steelhead Expo** on Feb. 9: Educational and family-friendly event about the watershed
- **Mad River Clean Up** on Feb. 17: Our volunteers will haul away trash from the river
- **Steelhead Awards Party** on Feb. 23: Winners of the fishing contest will be announced; prizes, auction, giveaways



HUMBOLDT STEELHEAD DAYS 2019 DONATION FORM

BUSINESS NAME: _____

CONTACT PERSON: _____

ADDRESS OF BUSINESS: _____

EMAIL: _____

PHONE NUMBER: _____ **WEBSITE URL:** _____

DONATION DESCRIPTION: _____

VALUE OF DONATION(S): \$ _____ \$ _____ \$ _____

I REQUEST A PICK UP OF DONATION
TIME OR DAY THAT'S BEST FOR PICK UP: _____

WHERE OR ADDRESS OF PICK UP: _____

I WILL MAIL IN DONATION: Attn: Humboldt Steelhead Days, PO Box 1252, Blue Lake, CA 95525

I CAN DROP OFF DONATION IN BLUE LAKE at this location: _____
at this time and date _____

HUMBOLDT STEELHEAD DAYS

HSD Voice Mail (707) 502-2280 • humboldtsteelheaddays@gmail.com

Make checks out to HSD event founder: Mad River Alliance

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MRA is a 501(c)3 (Humboldt County, California)