

Ontario

4th Annual 2024 Ice Fishing Challenge

A Covid-safe ice fishing tournament to help Ontario anglers get out and go fishing this winter.

Will your town be crowned
the *Ice Fishing Capital* in 2024?

Event runs February 1 to Feb 29, 2024 across Ontario.

By Angler's Atlas and MyCatch



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Tournaments

Background

- In Feb of 2021, we held the first Ontario Ice Fishing Challenge. We held the second one in 2022 and another in 2023. The event in February of 2024 will be our 4th annual!
- These tournaments use our mobile app called **MyCatch**. Anglers take a picture of the fish on a measuring device and **MyCatch** does the rest.
- Here are some ways your community can benefit:
 - Helping local anglers have fun this winter doing what they love - fishing!
 - Supporting local businesses with an event that generates local sales for gear and supplies.
 - A shoulder season event for both local and travelling anglers to help boost your tourism economy. Your community as a sponsor will be called out many times!



An ideal way to socially distance.

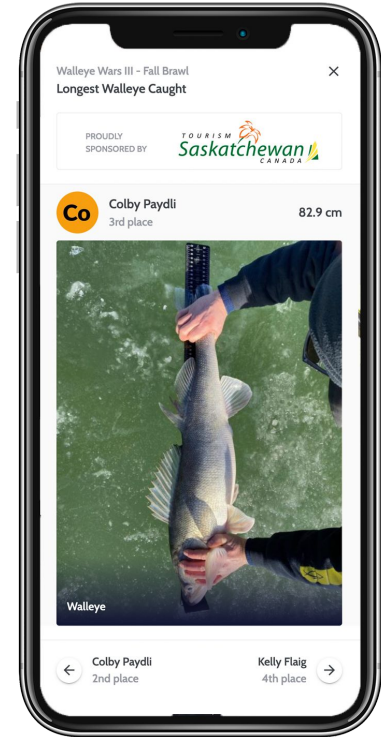
The Idea

We are hosting the 4th Annual Ontario Ice Fishing Challenge for Ontario anglers from February 1 to 29, 2024.

Your town will have their own leaderboard showing the catches of your local anglers. The “collective catch” will compete with other towns to be crowned the ***Ice Fishing Capital of the year.***

Below are the key stages of this real *and* virtual event:

1. Promotion and recruitment will begin shortly and are driven through social media.
2. Rules meeting and award ceremonies are held on Facebook Live.
3. Possible prizes for weekly themes, such as pike, walleye, trout.
4. Local prizing for local anglers will be listed with sponsor call outs if applicable.
5. Final awards ceremony to crown the ***Ice Fishing Capital.***



Example of a catch photo from Walleye Wars in Saskatchewan.

MyCatch App Tutorial Video



The Buy-In

Community sponsorship support:

- \$1,000 + tax commitment to the event
- Agree to support promotion through community social media channels
- Where possible, introduce MyCatch team to local leaders in angling and business community

In Return, each community receives:

- A safe and fun way for local anglers to escape the Covid blues and go fishing!
- A venue to boost the tourism economy
- Dedicated event page for the tournament
- Local leaderboard with local anglers
- Chance to win the ***Ice Fishing Capital***

Who will wear the
2024 Ice Fishing Crown?



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Past Tournament Examples

2023 Ontario Ice Fishing Challenge (Tourism)

- Focused on tourism sector
- Anglers who want to have a fun with family & friends
- View [Leaderboard](#)
- View [Facebook](#)



2023 Walleye Wars (Pro Anglers - AB event)

- Focused on top tier anglers
- Anglers who are serious about winning
- View [Leaderboard](#)
- View [Facebook](#)



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