



# Saskatchewan Outfitters Association

## ALLIED MEMBERSHIP INFORMATION

AIRLINES

COMMUNICATION PROVIDERS

PETROLEUM DEALERS

FOOD, WATER & LIQUOR PROVIDERS

INSURANCE

TAXIDERMY

BOAT & MOTOR COMPANIES

CAR & TRUCK RENTALS

ADVERTISING & PROMOTIONS

EQUIPMENT & SERVICES

HOTELS

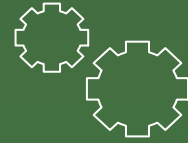
ASSOCIATIONS & AGENCIES



## Did you know...

**OUR INDUSTRY  
INCLUDES MORE  
THAN HUNTING AND  
FISHING CAMPS?**

- The Saskatchewan outfitting industry is the provinces strongest generator of international tourism
- Outfitting in Saskatchewan contributes an estimated \$100 million to the provincial Gross Domestic Product (“GDP”)
- Saskatchewan has the largest outfitting industry in the Western Canadian Provinces
- The fishing, big game and bird sectors spend annually in excess of \$3,000,000 promoting Saskatchewan outside of the province and country
- Outfitters create an economic “ripple effect”. Outfitters keep people employed throughout the province particularly within rural communities. Employment is not solely within the hunting and fishing sector, but within retail, restaurants, hotels, petroleum suppliers, airlines, car rentals, etc. The list is endless.



**DO YOU  
CURRENTLY  
PROVIDE A  
SERVICE TO THE  
OUTFITTING  
INDUSTRY?**

**WANT TO  
EXPAND YOUR  
COMPANY INTO A  
NEW TARGET  
AUDIENCE?**

**WANT A COST  
EFFECTIVE WAY  
TO MARKET  
YOUR  
BUSINESS  
WITHOUT  
BREAKING THE  
BANK?**





# Allied Membership Benefits

## FREE MAIL-OUTS & EMAIL BLITZ

SOA office will send your promotional information to our Outfitter members on your behalf. In an effort to go green, your PDF document will be emailed out to all members bi-monthly. For those Outfitters who do not use email, the SOA will print and mail hard copies of your promotional material to our members (document must be no more than 2 pages).

## WEBSITE LISTING

Your company name and information will be displayed on the SOA website for ease of reference for our members.

## NEWSLETTER LISTING

Company name and information will be included in our Annual Newsletter which includes listings of all Outfitter and Allied Members. This Newsletter is a valuable booklet as Outfitters reference and use those Allied Members who support the association before using alternative companies. It will also provide you with a complete listing of our Outfitter Membership's contact information in order for you to personally make contact with those members.

## ANNUAL CONVENTION DISPLAY

All Allied Members have the opportunity to attend the Annual Convention. All businesses **must** be a member of the association in order to attend. The convention format allows ample time for Allied Members to interact with Outfitters in an environment that is business minded but also entertaining and fun for all. All Allied Members in attendance will be listed in an Exhibitors Handbook which includes contact information and a 40 word description of the services you provide. This handbook will be given to all Outfitters in attendance.

## SPONSORSHIP OPPORTUNITIES

Allied Members have the opportunity to sponsor events throughout the year. The Annual Convention and Spring Thaw meeting allow for Allied Members to gain additional exposure through sponsorship of meals and activities. Sponsors will receive advertising prior, during and after convention, inclusion in the Convention Agenda, signage at convention and verbal recognition (levels of recognition vary depending on the amount of sponsorship—Bronze, Silver and Gold).

## MEMBERSHIP CARD

Allied Members will receive a membership card (approx 8.5" x 6") annually in which they can display in their business to show customers they are a members of the association.

## HISTORY OF THE ASSOCIATION

- The Saskatchewan Outfitters Association was originally formed on December 1, 1967 in Prince Albert SK under the name of the Northern Saskatchewan Fly-In Tourist Association. It was formed by a group of six camp operators to represent the fly-in tourist resorts who operated beyond the road end.
- The initial aims of the Association were to represent the interests of camper operators concerned with development of the tourist industry in northern Saskatchewan and to give them a voice of authority when dealing with various provincial and federal government departments.
- National and local suppliers of products that were used in the everyday operations of camps and lodges were also asked to join as Allied Members.
- In the spring of 1968, the Association was expanded to include all northern camp operators who wished to become a member, whether fly-in or road access. This was under the name of Northern Saskatchewan Outfitters Association.
- In the fall of 1987, the Association again expanded to include all camp operators within Saskatchewan, under the new name of the Saskatchewan Outfitters Association. Since that time, membership has grown to include about 75% of the active outfitters within the province with a large following of Allied Members.
- The Association encourages and promotes a standard of service with the membership, establishes liaison with various sectors affecting the industry, assists and informs its membership in the areas of marketing and promotion, develops and informs its members of services and assists in their operation within the industry.



### Saskatchewan Outfitters Association

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306.668.1353 fax  
soa@sasktel.net  
www.soa.ca

# Allied Membership Form

**COMPANY NAME:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ PC: \_\_\_\_\_

Company Website: \_\_\_\_\_

**CONTACT PERSON 1:** Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**CONTACT PERSON 2:** Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

PRODUCTS AND/OR SERVICES: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

ASSOCIATION WITHIN THE INDUSTRY: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Membership fees: \$300 + gst = \$315 (*due January 1st of each year*)



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