

## **The Monthly "Cast & Create" Content Contest**

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**Hosted by:** NKFF

**Prize:** Free Monthly Meeting Pass (Value: \$20.00) plus a choice of an item from the "Turnover Table" or 2 free monthly raffle tickets (priceless (LOL))

### **The Objective**

We are looking for the best stories, video clips, techniques, and photos from the water, in and around fly fishing and our friends and members, to feature on our website, monthly Creel, and our social media feeds (Facebook). Whether it's a tale of a massive hatch, a frustrating day that taught you a lesson, monster fish (tiny minnows), or a step-by-step of your go-to nymph rig, we want you to submit it and our members to read it.

### **How to Enter (Monthly)**

1. **Create Content:** Write an article (500–1,000 words) or curate a photo essay (3–5 high-quality photos with captions), or a video clip (size or time limitation?).
2. **Submit:** Email your entry to [Tim and Randy to provide email address and method to deliver large files] with the subject line: "**[Month] Cast and Create Contest - [Your Name]**".
3. **Deadline:** All entries must be received by the [Tim/Randy – how many days of lead time do you need? 25<sup>th</sup>?] of each month.

### **Monthly Themes – assuming March launch**

- **March:** "Free the fish" (replacement video for lead website page)
- **April:** "Rocking it at Hot Springs"
- **May:** "Make Joel and Aaron happy with my Go-To Fly Tying Patterns"

### **The Prize**

- **Winner:** One free monthly meeting pass to NKFF's regular monthly meeting, and a feature on our website homepage and social media feeds. You will be cited as content provider unless you do not want your name attached. Also, choose a Turnover Table prize or 2 monthly raffle tickets.
- **Runner-Up:** Featured in our monthly newsletter and social media channels.

### **Official Rules & Terms**

- **Content Rights:** By submitting, you grant nkff.org non-exclusive rights to publish your content on our site and social media channels.
- **Original Work:** All entries must be original, previously unpublished work.

- **Content Guidelines:** Submissions should be informative, entertaining, or instructional. High-resolution photos are preferred. Humor is always appreciated.
  - **Selection:** The Marketing Chair and committee will select winners based on quality, creativity, and relevance to the monthly theme.
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#### **Promotion Plan (How to get entries)**

- **We will have information on the website describing the contest, including procedures to submit**
- **Newsletter:** Announce the topic of the month on the 1st of the prior month
- **Social Media:** Use hashtags like #FlyFishingContest #HookedOnNKFF to promote.
- **NKFF Community:** Promote in Creel, Facebook boosts.