



Otter Outdoors,

I hope you are well and were able to spend some good time outdoors this summer. I am writing in hopes of collaborating with Otter Outdoors on an ice fishing project this upcoming winter season.

I have started up a small company here in the Greater Toronto area called Major League Ice Fishing. My goal, to grow the sport by offering top quality ice fishing excursions to an under-served segment of local potential sportsmen & women. Ice fishing, while definitely not uniquely Canadian, is a fairly traditional sport around these parts. But I think that there is a shortfall as it can be hard to get into if you are not brought up around it.

Many people who consider the major cities of this area home, typically tend not to be the rugged outdoorsy type. However, many are trying to knock various activities such as this off of their bucket lists. It is also a very multicultural area and I believe that many new to the country are looking for this type of traditional 'Canadian' experience.

I have come to this realisation over the past three seasons. Each winter I have gathered groups of coworkers interested in going out and teaching them the basics of ice fishing. I've sent out open invitations to join me at a lake north of the city and the response I received was interesting in my mind. Demographics were ages 20 - 40 and evenly distributed between both male and female. Not only that, the participants also came from a variety of racial backgrounds.

Leading into this season I have purchased the Vortex Monster Lodge Hub from my local Cabela's. There is no doubt that Otter has perfected the ice shack and my target audience has not had seen anything close to this kind of professional equipment. In addition to being in a pro hut, Major League Ice fishing will put a top-quality ice combo in their hands, providing training on knots, technique, and lure presentation, this combination will have them feeling like a professional right off the top.

I am hoping that Otter Outdoors and Major League Ice Fishing may be able to work out an alliance. One perhaps where Otter might supply some equipment. For example – 7 x 5 Gallon pails (seating, for the 'rustic' experience), 1 or 2 Pro-tech deep rod cases and perhaps a hoodie. In exchange, Major League Ice Fishing would ensure our clients see a strong Otter presence, which I believe that would lead them to purchasing their own new Otter gear as they would now be familiar with the best available equipment. I would also ensure that photography will showcase the Otter products, tag Otter in posts across Major League Ice Fishing's social channels and give Otter's logo a spot on the Major League Ice Fishing website, as well as link to [Otteroutdoors.com](http://Otteroutdoors.com).

I appreciate your time and hope that you might be willing to engage with me in conversation about what I think could be a mutually beneficial relationship here in the Toronto area.

Jamie Arnold  
Major League Ice Fishing  
[majorleagueicefishing.com](http://majorleagueicefishing.com)