

# Pelican Lake Healthy Water and Fish Committee



## About Our Committee

The Pelican Lake Healthy Water and Fish Committee (or The Healthy Lake Committee), a committee of the RM of Prairie Lakes, was formed in the fall of 2012. We are an organization that promotes water stewardship and fish habitat maintenance, and implements projects and activities to improve the water quality and overall health of Pelican Lake, Manitoba and her watershed.

Our key areas of focus include Pelican Lake recreational fishing, overall healthy fish and aquatic habitats in the lake, and educating residents and visitors about the impact of human activity on lake health and proper practices to ensure a healthy lake. One of our main goals is to determine the most efficient and effective ways for us to responsibly manage our lake waters, and improve the health of Pelican Lake and therefore, the eco-system that is dependent upon the quality of the water in the lake.

A few of our past and current projects in Pelican Lake include:

- Operating two full micro-bubbler aeration systems year round
- Promoting awareness of threat of zebra mussels and other AIS
- Fish census and carp removal pilot project in 2021 and 2022
- Installed spawning shoals in 2018 and 2019

For further details on these projects please visit our website [www.healthylake.ca](http://www.healthylake.ca) or our facebook page.



## Annual Ice Fishing Derby

On Saturday, March 1, 2025, we will be hosting our 12<sup>th</sup> Annual Ice Fishing Derby. All proceeds raised at our derby go directly towards our projects in Pelican Lake and help us to continue to educate visitors and residents on the steps they can take to reduce their impact on the lake, all in an effort to keep our lake healthy!

Our annual derby is a large event, with as many as 1000 anglers registered! Our social media following grows each year; The Healthy Lake Committee Facebook page now has over 1,800 followers, and our posts now reach as many as 19,000 people! Leading up to the derby we use our social media to acknowledge our sponsors, giving them visibility and exposure to thousands of people.

Like we did in 2024, we will be hosting our 2025 derby on the Fish Donkey app, with one paid division. Grand prize will be awarded to the longest overall fish. All derby details will be updated at [www.healthylake.ca](http://www.healthylake.ca).



## FREE Youth Derby

On Saturday March 8, 2025, E & J Live Bait and Mound Wildlife will be hosting The Healthy Lake Youth Derby! This is a FREE ice fishing derby for kids aged 3-14. The Youth Derby will be a fun and educational event, with opportunities to learn proper fish handling from our volunteer mentors, sportsmanship, and win prizes! Each Youth that attends the free derby will receive a free gift, a free hotdog, and a free hot chocolate! Top prize will be awarded to the longest fish caught, with lots of additional prizes to be won.

Sponsorship of the Youth Derby helps make this free event possible. You also receive the same benefits as sponsors of the main derby, as outlined on the next page in the Sponsorship levels.














## Impact of Your Sponsorship

Your sponsorship provides an opportunity for your organization to impact the overall health of Pelican Lake and her watershed. You will be boosting our efforts to improve recreational fishing and fish/aquatic habitats, and fostering enthusiasm for fishing and sportsmanship. Your organization's sponsorship will raise the bar for community support! It will also provide you with the opportunity to make a direct impact on Pelican Lake, while giving your organization recognition of this support to your target market. As we continue to grow as a committee, please know that our partnerships with our sponsors are vital to our success!

# Sponsorship Opportunities

## Platinum Sponsor \$1,500\*

Everything in the Gold Sponsor category below, plus your logo and link to your website on the front page of our website for a full year. Multi-year Platinum (or higher) Sponsors become Healthy Lake Strategic Partners. Ask us for details!

	Bronze \$150*	Silver \$250*	Gold \$500*
Free Entries to the Main Healthy Lake Ice Fishing Derby held on March 1, 2024.	One free derby entry (\$60 value)	Two free derby entries (\$120 value)	Four free derby entries (\$240 value)
Name listed on the Healthy Lake website in our thank you to sponsors (traffic of 700+ people on our website during derby season)			
Personalized thank you on The Healthy Lake facebook page (1,800+ followers, posts reach as many as 19,000+ people)			
Name listed on signage posted at the main Fishing Derby Mar 1, and the Youth Derby Mar 8			
Business logo displayed on our website in our thank you to sponsors, and in personalized facebook page mention			
Business logo and link to your website displayed on our Healthy Lake website in our thank you to sponsors, and in personalized facebook mention			
'Top billing' on signage posted at both fishing derbies (main derby and youth derby)			

\* Monetary donation, or in-kind donation of equal value.

# Pelican Lake Healthy Water and Fish Committee



## 2024 Healthy Lake Ice Fishing Derby Sponsors and Supporters

AAE Tech Services Inc  
Avenue Honda Polaris  
BASF Canada Inc.  
Barry Lamb  
BDO Boissevain  
Boundary Consumers Co-op  
Brandon Radiator and Auto Service Ltd  
Central Assiniboine Watershed District  
Chapman Motors Ltd.  
Cutting Edge Construction  
Domtek Building Products  
Donald & Kehler Law Office  
Drummond Farm Services Ltd.  
E&J Live Bait  
Fehr Glass & Aluminium  
Fort Garry Industries  
Four Seasons Sales  
G & R Electric  
Gardewine  
Greenvally Equipment Inc  
Guild Insurance Brokers Inc  
Hidden Valley RV Park  
Ice Hole Fishing Adventures

Hot 'n' Frosty  
Innovative Plumbing & Heating Ltd.  
Jeff Wytinck  
Jo-Brook Outdoors  
K.K. Penner Tire Centers Westman Inc  
Kate Lewis and Henry Fast  
Ken Pritchard  
Kendall and Jo-Anne Carlisle  
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Larry Maguire  
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Linda MacDonald  
Maguire Insurance Agency  
Matt & Kaleigh Vodden  
Mazergroup  
Metcalf's Garage LTD.  
Montana's  
Moonlit Canopy  
Moore Building Centre  
Murray Chrysler Westman  
Nick & Brennley Vodden

Paradise Geothermal  
Pelican Estates  
Pelican Shores RV Park  
Piston Ring  
Pleasant Valley Golf Club  
Princess Auto  
Pugh's Sand and Gravel Ltd  
Ray and Darlene Pritchard  
R.M. of Prairie Lakes  
R-Way Ag Ltd  
Serenity Sanitation  
Shoreline Waves Salon  
Southwest Vac Services Ltd.  
Steads Farm Supply  
Strathcona Memorial Park Cottage Owner's Association  
Stride Credit Union  
Sunrise Credit Union  
The Grocery Box  
Tom & Sheena Greaves  
Wellwood Colony  
Westoba Credit Union

## 2024 Healthy Lake Youth Derby Sponsors and Supporters

Allen & Bolack Excavating Ltd.  
Beach Hut  
Big Sky Flies & Jigs  
Boundary Consumers Co-op  
Brandon Battery  
Brandon Bus Lines Ltd.  
Brandon Wheat Kings  
Centennial Farm Supply  
Coca-Cola Canada Bottling Ltd.  
Dustin & Holly Flanagan

Forbidden Flavours  
Greenvally Equipment Inc.  
Inland Truck & Equipment  
Jo-Brook Outdoors  
Johnson Hardware  
JR Bearing & Power Ltd.  
Lewis & Jones  
Linda MacDonald  
Mazergroup  
MNP LLP

Norman & Ruth Anderson & Sons Farms Ltd.  
Piston Ring  
Pugh's Sand and Gravel Ltd.  
Rachel & Dallas Hall  
Rolling Pin Bakery  
Shoppers Mall  
Southwest Vac Services Ltd.  
Tara & Kris Smith  
Westcon Equipment & Rentals

## Healthy Lake Committee Strategic Partners



**Cargill**  
**Enbridge**  
**Maguire Insurance Agency**  
**Metcalf's Garage Ltd.**  
**Morden Game and Fish Association**

**Paradise Geothermal**  
**RCFPP Fisheries and Oceans Canada**  
**R.M. of Prairie Lakes**  
**Tiger Hills Wildlife Association**  
**Wawanesa Insurance**



# The Healthy Lake Ice Fishing Derby Sponsorship Agreement



PLEASE NOTE: Sponsorships or donations must be received by **Monday, February 17, 2025** to ensure that you are listed on all advertising at both derbies. Thank you!

Which derby would you like to sponsor?  Main Derby  Youth Derby

## Donor Info

Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## Sponsorship Levels

- \$1500\* Platinum Sponsor  
 \$500\* Gold Sponsor  
 \$250\* Silver Sponsor  
 \$150\* Bronze Sponsor  
 Other: \_\_\_\_\_

For in-kind donations, please give a brief description of the donation along with the retail value:

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

\*Monetary Donation, or in-kind donation of equal value.

Please make cheques payable to The Healthy Lake Committee.

Contact us if you would prefer to pay by e-transfer or credit card.

An electronic information package will be distributed to every person who registers for the main derby. As a sponsor, you have the opportunity to include something digital in this package, such as coupons etc. Please feel free to contact us to discuss options for this if you are interested!

All individuals, businesses and companies who donate to the fishing derbies will be recognized on our website, Facebook page and on our sponsor banner displayed at the derbies.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### The Healthy Lake Committee

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Brandon, Manitoba, R7A 4G6

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email: [info@healthylake.ca](mailto:info@healthylake.ca)

[www.healthylake.ca](http://www.healthylake.ca)

### E&J Live Bait

246 Lake Street East

Ninette, Manitoba, R0K 1R0

Jaylene: 1-204-730-2584 Eric: 1-204-825-7254

email: [EJLiveBait@outlook.com](mailto:EJLiveBait@outlook.com)