

COLLABORATORS GUIDE

# Kids School Association



[www.igfa.org](http://www.igfa.org)



[www.aztrading.es](http://www.aztrading.es)



www.aztrading.es



**Kids School Association**

Barcelona, January 2019

AZ Trading (SPAIN) with IGFA's (USA) collaboration has implemented an important Project:

# Kids School Association

## Teach 30.000 kids under the age of 14 years old (other ages are allowed)



**Goal:** Conduct ethical training, to teach students to respect the sea and rivers, and the species that inhabit them, with strong emphasis on responsible fishing. The objective is to teach future generations' sustainability and respect of marine life.

**The Project has duration of 4 to 5 years (2018-2022) in Spain, Europe and North Africa.**

AZ Trading staff will teach the courses, and will be supported by some of the venue staff from the Yacht Clubs, Fishing Clubs, Fishing retail stores, city halls, etc. Courses will be completely **free of charge**.



Same topics will be taught in each course and will last around 70/90 minutes.

- Summary of the project.
- How to keep environment free of pollution and protect it against plastics, lines, metals, chewing gums, etc, with graphic examples of their impact on the oceans
- Save small Fish.
- Teach different knots, show few different lines, hooks, and fishing tackle. Feel the rod and reel.

At the end of the course, the kid will receive a paper bag with some gifts from our collaborators and AZ Trading.

**For more information contact AZ Trading:**  
association@kidsschool.es

We would like to thank you in advance to all providers and other possible collaborators that support this project.



association@kidsschool.es

Information in this document and any other related to this Project is property of AZ Trading. All information in the document is confidential and informative for our collaborators.





## Main promoters of the project

Organizes and manages: **Kids School Association**.

With the international collaboration of **IGFA** (USA).

**International Game Fish Association**, is a non-profit organization, committed to the conservation of fish in sport fishing and the promotion of responsible and ethical fishing practices through science, education, the development of standards and record keeping. IGFA's 80th anniversary is this year, 2018.

**AZ Trading** is the main sponsor of this project investing more than 150,000 Euros. AZ Trading is a young family company, established in 2013 thanks to the love that its creators feel for sport fishing. Our goal is to represent the best brands in Europe and North Africa, which are committed to the conservation of the environment and the ethical practice of sport fishing. AZ Trading members are representatives of IGFA.

The organization of the sessions will be according to the possibilities and contacts of each place. Making it match with a local championship if possible, through an official entity, nautical club, fishing, charter, town halls etc.

## Project duration

- **2018** Training of 1.500 girls and boys (30/40 different places). DONE.
- **2019** Training of 7.000/9.000 girls and boys (50/70 different places).
- **2020** Training of 8.000/10.000 girls and boys (90/120 different places).
- **2021** Training of 8.000/12.000 girls and boys (110/130 different places).

We have planned to make 500 to 700 sessions approximately, which implies the need for help from many people and entities and the collaboration of all to reach the goal of training and educating 30.000 children in the protection of seas and rivers for a future better.

The cost of the project is over 370.000 Euros, (gifts, printed material, posters, travel, and demonstration, material and office staff).

**BLUE  
CRAB**



**PELAGIC**



[association@kidsschool.es](mailto:association@kidsschool.es)

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## Organizer conditions

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Clubs, shops, official entities, tournament organizers, etc., are responsible of gathering the participating children. Our work is limited exclusively to training, not being our responsibility the care and monitoring of the children.

It is necessary to know 45 days in advance the approximate number of children who will attend, in order to properly prepare the gifts for the children. It is possible to repeat the course with another group at later dates agreed with our delegates.

We are convinced of the good reception of this beautiful project and we trust that many will help us voluntarily for the good of it.

— Provide bottles of water to the kids. If snack is available, should be before or after the course so that there are no distractions with the food. If it is possible, the bottle of water or soda must have the label removed, to avoid free propaganda. The organizer will collaborate with this expense.

— Support with personnel for surveillance of the children.

— Indoors premises to avoid weather conditions. Table to place samples.

— Advertising in their social media before and after the event.

— Authorization to take photographs of the event.

— Authorization to hang banners of the event (without damaging the walls).

— Being an event exclusively for children, it should not be used for any political act in their presence.

— In the case of parents or guardians assistance, they can not intervene during the act.

— Under no circumstances should there be publicity in the bag of fishing articles that are not from our sponsors.

— If any store or commercial entity that sells products, wishes to collaborate, it will only be possible if you participate as a sponsor in any of the proposals that are attached.

— All sponsorship agreements must be approved by Kids School Association.

# Resume of syllabus

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## Summary of the agenda:

1. Presentation of Kids School Association (2 minutes).
2. Explanation about pollution by plastics, batteries, fishing lines, cigarette butts, cans, bottles, influence on people and animals, etc., with examples and photos (20-25 minutes).
3. Show types of hooks and different fishing tools (7 minutes).
4. Fishing lines, basic types (7 minutes).
5. Make some knots (5 minutes).
6. Explain sport fishing styles briefly with materials as very elementary examples (7 minutes).
7. How to save a fish, if you want. Protected species, minimum size (5 minutes).
8. For world records, how to measure the fish (3 minutes).
9. Question time (10 minutes).
10. How to cast a rod (20-25 minutes) depending on the number of KIDS and volunteers that the organizer provides us.

In the sessions all the material will be shown, and no sharp hooks will be used, to avoid accidents.

At the end of the course a paper bag with some gifts and informational leaflets will be given.

Expected duration of the courses: 55/75 minutes.





# Importance of advertising for collaborators

The main objective of KIDS SCHOOL ASSOCIATION is to teach children and to the maximum possible audience of the respect for rivers and seas and naturally explain the importance of pollution. We will use all our professional tools to promote all of whom promote this important project.

## From KIDS SCHOOL ASSOCIATION:

- Social networks and website (facebook, instagram, twitter, etc.)
- Monthly Newsletters to our 3000 client's database.
- Every 6 months we will deliver newsletters to stores with the project news.
- We will do more than 600 sessions throughout Europe.
- Quarterly graphical summary with internal summaries for collaborators.
- Special highlight to our sponsors in our annual catalogs.
- Diffusion of the project and updates through our commercial team.
- AZ Trading sponsors several fishing championships, in which it will advertise the KIDS SCHOOL ASSOCIATION project by delivering stickers with the logo.
- We will try to spread the project in local television and national and European magazines, so that they echo this project.

In short, we intend to make known the importance of the first project in the world on the formation of KIDS SCHOOL ASSOCIATION and the help of our sponsors.

**IGFA** is enthusiastic about the entire KIDS SCHOOL ASSOCIATION project and will probably mention the project frequently in their posts and newsletters.

**Our suppliers** will support and spread the project across their network, and post frequently in their social network and media the results of the KIDS SCHOOL ASSOCIATION during the length of the project.



## Promotional material

FLYERS 1y 2 (29,7x21 cm)		POSTERS (50x70 cm)		ROLL UP (85x206 cm)		PAPER BAG 1 ink (27x11x36 cm)		STICKER (3 per unit) (21x15 cm)		KIDS SCHOOL ASSOCIATION STICKER (Vinyl for glass) (25x20 cm)	
UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP
500	100€	1	5€	1	150€	250	140€	25	35€	1	7€
1000	110€	5	14€	5	460€	500	250€	50	50€	5	31€
2000	130€					1000	425€	100	90€		
5000	170€							250	210€		
10000	250€										





## Promotional material

WHITE SHIRT Kids 12 years		FISH PILLOW (32 cm)		FISH PILLOW (55 cm)		CAP Kids		WHITE POLO SHIRT Kids 12 years		T-SHIRTS FOR EVENTS. Standard quality. Only Kids.	
UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP	UNITS	PVP
1	12,50€	1	12,50€	1	19€	1	12,50€	1	15,50€	250	875€

### WHITE SHIRT

Kids 12 years.

XS - XL



### WHITE POLO SHIRT

Kids 12 years.

XS - XL



### CAP

Kids.



### PILLOW

Anti-allergic, washable.







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