ABOUT THE
CLEAN DRAIN DRY INITIATIVE™

Wildlife Forever provides award-winning invasive species media, marketing, outreach and educational services. Consistent delivery of Clean. Drain. Dry. has empowered agencies, organizations and communities across the country to effectively change behavior with boaters, anglers and outdoor recreational users.

This unique partnership utilizes strategic, cost saving communication and marketing services to coordinate, raise awareness of invasive species and deliver professional, ready-made materials for on-the-ground, community based conservation.

Utilizing new advances in technology, while also valuing traditional media, enables the Clean Drain Dry Team to create custom Invasive Species Prevention Plans tailoring public outreach to meet any partner’s budget.

Wildlife Forever is committed to slowing the spread of invasive species and empowering best management practices for wise public use of America’s natural resources. We stand ready to help with full-scale, turnkey media, marketing, educational tools and outreach services, coordinating with partners to save time and valuable resources.

For more information about media, marketing and outreach services, products or funding opportunities, contact us at: 763-253-0222 or info@WildlifeForever.org

The Clean Drain Dry Team stands ready to assist and help. We’re stronger together! Let’s partner in the battle against the silent invaders.
OUR SERVICES

We’re Here to Help

Wildlife Forever provides many full-scale, turnkey, media, marketing and advertising services. Utilizing our industry contacts saves partners time while taking advantage of deep discounts.

MEDIA & PRODUCT SOURCING

Utilizing over 30 years of industry contacts and marketing expertise, we are here to implement education and outreach services. Wildlife Forever can assist with media contracting for large-scale and other outdoor formats, print, digital, TV and radio programs. We pool funds and coordinate regional multi-agency outreach efforts to maximize cost and time savings.

CUSTOM GRAPHIC DESIGN

Full-scale graphic design capabilities allow us to customize campaigns and collateral while maintaining consistent messaging and brand standards.

VIDEO PRODUCTION

Wildlife Forever can provide professional videographer and production services from script and concept development to direction and post production editing.

Create your own public service announcement (PSA) and reach millions through video production.
Full Color Vinyl Banners

MULTI-USE BANNERS
2’ X 6’ vinyl banners with metal grommets are made with all weather material and are built to last.

Customization for lake associations, retailers and community groups is available.

Quantity discounts available.

Full Color Posters

LARGE POSTERS
Posters are ideal for display in retail outlets, bars and restaurants, bait shops and public facilities.

LAMINATED POSTERS
Full color, 11” x 17” laminated posters.
Outdoor Metal Boat Ramp Signs

Constructed using commercial grade aluminum and painted with a weather-resistant finish, signs are available with species-specific or multi-species message.

Full Color Yard Signs

ALL-WEATHER YARD SIGN
Constructed using rugged corrugated plastic with weather-resistant, full color graphics, signs are available for lake associations, retailers and community groups.

TEAR DROP BANNER
Sturdy and attractive tear drop shaped banner stand sets up and folds easily and is ideal for both outdoor and indoor use. The banner is ideal for events, boat inspection areas and community outreach.

Events

A-FRAME SIDEWALK SIGN
Two-sided, 45” x 28” folding sign.

EVENT TENT
Easy to use tent with canopy made from water-resistant polyester.
**Print Advertising Design**

Print ads are a great way to deliver Clean Drain Dry prevention into the hands of recreational users. Ads for magazines, newspapers and newsletters can be customized for lake associations and retail partners for community outreach. Ask us for placement, design and vendor discounts.

Design and media purchasing available.

Contact for details or inquiries.

---

**Digital Ads & Streaming**

Digital website ads and banner designs can be customized and posted on web sites to help spread the message and support the Clean Drain Dry Campaign.

Streaming services can be used to target key audiences based on geographic location and interests. Choose from a variety of media platforms.

Contact us for details or inquiries.

---

**DIGITAL/WEB/MOBILE DEVICE ADS (GEO-FENCING)**

Pop-up ads are a new tool to grab attention and complement outreach efforts. Geo-fencing utilizes GPS to trigger mobile devices so when the device enters (or exits) specified boundaries, a text message or email alert is sent in the form of a pop-up ad or public service announcement.

Contact us on how we can help source Geo-fencing campaigns and create additional partner savings.
TV PSAs, DVDs & Programming

TV PSAs
Preview on the Wildlife Forever Youtube, PSAs available for Anglers, Boaters, Non-motorized Watercraft, Waterfowl Hunters, Wakesports & more.

DEFENDING FAVORITE PLACES
Educational DVD focused on how hunters and anglers can stop the spread.

PLAYING SMART AGAINST INVASIVE SPECIES
Educational DVD for bikers, hikers, even horseback riders on tips for preventing the spread.

SILENT INVADERS
Award winning television series features seven, 30-minute programs on invasive species: Sea Lamprey, zebra mussels, Asian carp, Round Gobies, St. Lawrence Seaway, Lake Michigan and Eurasian Watermilfoil. Bonus disc includes eight - broadcast ready public service announcements.

Books and Brochures

INVADERS OF THE GREAT LAKES
This handy pocket guide spotlights 39 invasive species and details how they live, grow, reproduce and spread. Perfect for the boat or tackle box.

PROTECT OUR WATERS, WATERFOWL HABITAT AND WAKE BROCHURES
Brochures for outdoor enthusiasts and sportsmen help educate and identify harmful invasive species and provide critical information to Clean Drain Dry. STATE SPECIFIC

AQUATIC PLANTS OF THE UPPER MIDWEST
By Paul M. Skawinski
This field guide features over 500 color photos of aquatic plants from Minnesota, Wisconsin and Michigan. With its easy to use layout and magnified photos, this guide is an excellent resource for botanists, water resource managers, citizen scientists and anyone with an interest in aquatic plants.
PROMOTIONAL ITEMS

**RATTLIN’ RAPALA**
Long casting, lipless design makes this lure viable anywhere you fish. 3 1/8” long and each neatly packaged.

**PENS**
Click action ball point pen with stylus tip writes with smooth, medium-point black ink.

**KEY FLOAT**
Water-resistant, floating keychain with removable top.

**BUTTONS**
2.5” button attaches to most clothing fabrics with safety pin clasp on the back.

**FLASHLIGHT KEYCHAIN**
Convenient flashlight allows for inspection in hard to see places.

**LICENSE HOLDER**
Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.

**CAN COOZIE**
Collapsible, high-quality foam can insulator.

**CLEAN DRAIN DRY BOBBER**
1.25” plastic fishing bobber.

**WATER BOTTLE**
32 oz water bottle. Durable, dishwasher safe and BPA free.

**FLYSWATTER**
16” Flyswatter with mesh head 4”x5”.

**BUTTONS**
2.5” button attaches to most clothing fabrics with safety pin clasp on the back.

**KEYCHAIN-1**
Water-resistant, floating keychain with removable top.

**KEYCHAIN-2**
Convenient flashlight allows for inspection in hard to see places.

**HOLDER**
Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.

**CAN-1**
Collapsible, high-quality foam can insulator.

**BOBBERS**
1.25” plastic fishing bobber.

**FLYSWATTER**
16” Flyswatter with mesh head 4”x5”.

**PENS**
Click action ball point pen with stylus tip writes with smooth, medium-point black ink.

**KEYCHAIN-1**
Water-resistant, floating keychain with removable top.

**KEYCHAIN-2**
Convenient flashlight allows for inspection in hard to see places.

**HOLDER**
Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.

**CAN-1**
Collapsible, high-quality foam can insulator.

**BOBBERS**
1.25” plastic fishing bobber.

**FLYSWATTER**
16” Flyswatter with mesh head 4”x5”.

**PENS**
Click action ball point pen with stylus tip writes with smooth, medium-point black ink.

**KEYCHAIN-1**
Water-resistant, floating keychain with removable top.

**KEYCHAIN-2**
Convenient flashlight allows for inspection in hard to see places.

**HOLDER**
Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.

**CAN-1**
Collapsible, high-quality foam can insulator.

**BOBBERS**
1.25” plastic fishing bobber.

**FLYSWATTER**
16” Flyswatter with mesh head 4”x5”.

**PENS**
Click action ball point pen with stylus tip writes with smooth, medium-point black ink.

**KEYCHAIN-1**
Water-resistant, floating keychain with removable top.

**KEYCHAIN-2**
Convenient flashlight allows for inspection in hard to see places.

**HOLDER**
Durable plastic holder provides anglers with a convenient place to store their fishing license for the season.

**CAN-1**
Collapsible, high-quality foam can insulator.

**BOBBERS**
1.25” plastic fishing bobber.

**FLYSWATTER**
16” Flyswatter with mesh head 4”x5”. 
PROMOTIONAL ITEMS

CALL TO ACTION DECAL
4" x 6" decal serves as a quick reminder. Great for watercraft.

BOBBER DECAL
High-quality, 4" x 3" decal with UV-resistant ink.

PROMOTIONAL ITEMS

RESTAURANT PLACEMATS
Full color, 14" x 11" paper placemats.

PLACEMATS

BAR COASTERS
Two-sided, full color, 3.5" x 3.5" bar coasters. Many designs available.

COASTERS

CONTACT US FOR QUANTITY DISCOUNTS

DECAL-1

ANGLER DECAL
High-quality, 4" x 3" decal with UV-resistant ink.

DECAL-2

FISH RULER DECAL
36" x 1" ruler decal. Made with weather resistant materials and space for your logo.

RULER DECAL

WATCH CARDS
Small fold out species-specific informational card. Available for over 10 species.

WATCH CARDS

STRING BAG
Perfect for carrying items to and from the water.

BAG

DECAL-3

WINDOW TATTOO
8" x 8" window cling with UV-resistant ink. Suitable for all seasons. Choose between three designs.

DECAL-2
Where are the Tools!

EMPOWER THE PUBLIC BEHAVIOR CHANGE
The lack of tools is one of the most commonly reported reasons that outdoor recreationists do not properly clean their equipment. Clean Drain Dry branded tools help users remove weeds stuck on trailers, drain and dry out water carrying devices, scrape off zebra/quagga mussels, transport live bait and safely and store their drain plugs during transport.

SHAMMY TOWEL
Super absorbent 16”x10.5” felt shammy towel.

BAIT BAG
18” x 13” reusable, plastic bait bag with Trash Unused Bait messaging.

CLEAN DRAIN DRY RALLY TOWEL
14” x 15” 100% cotton towel.

PLUGDOCK PACK
Pull the Plug! Insert boat plug into 1” or 1/2” PlugDock™ with safety lanyard for quick reminder to insert plug prior to launch. 3M adhesive allows for easy placement. Packaged with an instruction card and decal.

BOAT/BOOT BRUSH
Heavy duty scrub brush with 20” handle for hard to reach places.

SPONGE
Three-inch thick, highly-absorbant peanut-sponge.

INSPECTOR FLASHLIGHT
A zoomable LED that puts out a 300 lumen beam. Uses one AA alkaline batterie included with purchase. Higher quality item great for contest prizes.

TOWEL-1

BOAT BRUSH-1

FLASHLIGHT
**CD³ Roadside Waterless Cleaning Station**

**PROVIDE CUSTOMIZABLE TOOLS AND PROMPTS 24/7**
Rugged user-operated waterless cleaning station for permanent placement at boat access or mobile units available.

**MULTIFUNCTIONAL DESIGN**
- Completely customizable tools, signage and optional boot brush make this cleaning station perfect for any location.

**HAND TOOL OPTIONS**
- Grabber Tool
- Boat Brush
- Aqua Weed Stick
- Plug Wrench
- Boot Pick

Purchase includes a 15”x18” sign that can be customized to different target audiences.

---

**The Aqua Weed Stick**

**MULTIFUNCTIONAL DESIGN**
- Scrape, pull, and cut weeds, algae and mussels from boats and trailers

**CONVENIENCE**
- No more crawling underneath trailers on wet and grimey boat ramps

**GENTLE ON BOATS**
- Engineered to cut weeds but soft enough to not leave a scratch on fiberglass

**TRAILER MOUNT**
- Convenient storage and access to promote consistent use

---

[CLICK FOR VIDEO DEMONSTRATION]
SAFETY & APPAREL

HAT
Cotton twill cap with pre-formed visor. Great for wearing outdoors in a variety of weather conditions.

SAFETY VEST
Neon yellow safety vest with reflective stripes, made of durable polyester. Design fits easily over clothing. Size XL.

SAFETY SIGNS
25” x 12” folding signs made of durable plastic.

T-SHIRT
Heavyweight short-sleeved t-shirt.

FLOOR MAT
Quality 3’ x 4’ mat with strong rubber backing for high traffic.

BOAT RAMP TATOO
63 mil thick polyethylene stencil. Does not absorb paint.

SAFETY CONES
28” cone with cleated back base. Injection-molded to withstand extreme weather and impact from vehicles.
Not Sure What to Order?
Try one of our ready made kits.

OUTREACH KIT
• This all-in-one kit contains some of our most popular products. Perfect for inspectors to use at the ramp to engage users.
  • Contains:
    • 300 Protect Your Waters Brochures
    • 100 Call to Action Decals
    • 50 Key Floats
    • 100 Angler Decals
    • 100 Bobber Decals
    • Shipping Included

ANGLER KIT
• Perfect for engaging anglers of all ages at events or at the ramp. This kit offers our angler specific outreach materials
  • Contains
    • 50 Bait Bags
    • 100 Bobbers
    • 24 Rapala Lures
    • Shipping Included

COMMUNITY KIT
• Incorporate Clean Drain Dry into the community, this kit contains materials for local gas-stations, bait shops, visitor centers, bars and restaurants
  • Contains
    • 300 Protect Your Waters Brochures
    • 8 Posters, designs vary
    • 400 Coasters, designs vary
    • Shipping Included
TEAR DROP BANNER
Sturdy and attractive tear drop shaped banner stand sets up and folds easily and is ideal for both outdoor and indoor use. The banner is ideal for events, boat inspection areas and community outreach.

SAH RAMP SIGN
Made with heavy-duty aluminum and a weather-resistant finish, the Stop Aquatic Hitchhikers Ramp sign reminds users to take action at the boat ramp.

SAH! BANNERS
2’x6’ Multi-use, full color vinyl banners with metal grommets are made to last through any weather.

PIN
.75 inch, bobber-shaped pin with sturdy butterfly clutch. Share the prevention message on your lapel, vest, or backpack.

HAT
Cotton twill cap with pre-formed visor. Great for wearing outdoors in a variety of weather conditions.

SAH DECALS
Stop Aquatic Hitchhiker decals make great handouts to engage users at the access and stick on equipment.
Outdoor Media

Highway billboards send a big message and can be customized for lake associations, retail partners and community groups. Predesigned with a consistent look and messaging that feature a variety of recreational activities appealing to a wide range of audiences and regions.

Additional design and media purchasing available upon request.

Target Audiences

GAS PUMP TOPPER

Gas pump toppers and restroom ads are a great tool to reinforce Clean Drain Dry prevention.

See all designs
Our mission is to conserve America's wildlife heritage through conservation education, preservation of habitat and management of fish and wildlife. Wildlife Forever is a 501c3 non-profit dedicated to investing resources on the ground.

Learn more at WildlifeForever.org.

PARTNERSHIP FUNDING

Wildlife Forever remains diligent in writing and securing grant dollars to help local communities. If you have an idea, or need assistance with grant management, we are here to help.

For more information, product quotes or outreach services information, visit:

www.CleanDrainDry.org
Or contact us at: info@WildlifeForever.org

Wildlife Forever

Clean Drain Dry Initiative
5350 Hwy. 61 N., Suite 7
White Bear Lake, MN 55110
763-253-0222
www.WildlifeForever.org

All designs © Wildlife Forever