Goal

The purpose of a SonarChart™ Event is to **improve the existing data for a body of water or to generate entirely new 1ft HD maps** through the crowdsourcing of sonar log data. The result is evident after about one week in the Navionics **SonarChart™** map layer on plotter and mobile. In addition to the enhanced data, the process allows us to highlight another important Navionics feature — daily chart updates, for the unique benefit of having the most current charts at any time.

Scheduling the event

Specify the date and time that the data logging will take place. For tournaments, schedule the logging day on a "pre-fishing" day with a key area identified.

The announcement

Announce the event as soon as possible and send several reminders to the participants who have registered for an event and general fans before the sonar logging day. The **organizer is required to take a "before" picture** to highlight the current state of the charts (a Navionics representative will provide help as needed).

The announcement should be done through the organization's web site and social media channels: Facebook, Twitter, Instagram, Google+, etc., and include the "before" image, and post event, include the "after" image. The event will also be highlighted through all of Navionics' media channels.

The announcement and reminders should include:

- ❯ The purpose of the event, for example, "We need Lake Doe logged for better detail!"
- ❯ The organizations involved
- ❯ What day logging will take place
- ❯ How to participate in the event
- ❯ Who the main contact person for the event is
- ❯ What participants can potentially win by participating

The day of the event

On the sonar logging day, the on-site coordinator will

- ❯ Meet participants at the designated location
- ❯ Have participants fill in the **Registration forms provided by Navionics**
- ❯ Distribute the Navionics **SonarChart™ Event Kit** folder that includes the MSD plotter card and sonar log recording

instructions for various plotters as well as instructions for mobile if a user does not have a compatible plotter. All plotter instructions are also available online at navionics.com/usa/support/tutorials.

- ❯ In many instances, the on-site coordinator must board participants' boats to assist in setting up their plotter for recording.
- ❯ Inform participants where and to whom the kits containing the card should be turned in to after recordings are done. For those who recorded SonarChart™ Live on mobile, logs are automatically sent to Navionics through the Boating app.

The random drawing

Each participant (must have complete contact information filled in on Registration form) who has turned in a Registration form filled in and has recorded sonar logs will be entered in a random drawing to **win a new Navionics+ Regions card** for their area. At the event, 3 winners will be randomly drawn to win and announced. The organizer will send the 3 winning forms (Registration forms) to their Navionics representative who will ensure the product gets mailed to the recipients.

At the close of an event or weigh-in at a tournament

Thank your sonar logging registrants and encourage them to come up to receive a Navionics hat just for participating and announce winners.

After the Event

Sonar logs will be processed and will **take approximately one week** from the date Navionics receives them for the new SonarChart™ (1ft HD contours) to be available for daily updates.

Once data has been processed by Navionics, the **"before" sonar log images will be compared to "after" sonar log images of the same areas** to highlight the improvements and are to be showcased on your website and on your social media pages. Also, the Navionics website and social media pages will highlight the improvements.

Script for the event announcement

Feel free to create this into an eBlast or News page on your website!

Want better Charts?

[**Insert organization name here**] and **Navionics** are teaming up to bring better contours to [**insert body of water here**]. Starting on [**insert date here**], sign up by emailing [**insert organizer's name**] at [**email address**] to participate and you could **win a Navionics+ Regions chart card**. You can contribute your sonar logs using your plotter or mobile device!
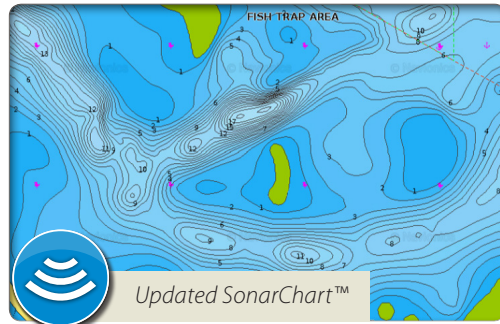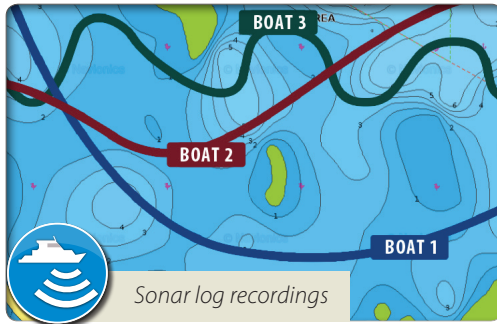
With your plotter:

Once you sign up, come down to [insert pick up area here] to register and pick up your **Navionics SonarChart™ Event Kit** folder that **contains the blank MSD card and instructions for recording**. Compatible chart plotters include Humminbird, Lowrance, Raymarine, Simrad and B&G. When you are done recording, insert your card into the Navionics SonarChart™ Event Kit provided, return to [insert organizer's name] and you're in it to win! All sonar log recording tutorials are also available online: navionics.com/usa/support/tutorials.

With your mobile:

An alternative that's **cool and exciting** is using SonarChart™ Live on the Navionics Boating app where **logs are**

automatically sent to Navionics. You can use the app with a Raymarine Wi-Fish or Dragonfly PRO, Vexilar Sonarphone, Digital Yacht Sonar Server, or Lowrance & Simrad with GoFree Wi-Fi (LSS1 or internal). All you need to do is connect your mobile device to the Wi-Fi on your plotter and this feature will allow you to create new personal 1ft HD bathymetry maps that display in real time while navigating!

Your **sonar logs will be provided to Navionics** by [**insert organization name here**], and after about a week from their receiving them, the **SonarChart™ layer will show the results of your efforts** on the Chart Viewer on navionics.com when you select SonarChart™ and downloadable to Navionics plotter cards and mobile apps with chart updates.

Sonar log recordings

Updated SonarChart™

Script to promote your improved map

New and Improved mapping on [**insert body of water here**]!

On [**insert date of event here**], [**insert tournament or event organization**] and **Navionics** got together to improve the mapping on [**insert body of water here**]!

Check out these great **before and after shots** of [**insert body of water here**] and see how they have been improved by boaters like you to **Boat Safer** and **Fish Smarter**!

INSERT BEFORE PICTURE HERE

INSERT AFTER PICTURE HERE