



# BIG DOG TACKLE

YOUR LOCAL, WOMEN OWNED  
TACKLE SHOP IN POMPANO BEACH! THE BIG DOG TACKLE EDITION





INDUSTRY LEADERS IN  
**WOMEN'S FISHING**  
APPAREL

A fishing store display featuring fishing rods and sunglasses. The background is filled with fishing rods hanging from a rack. In the foreground, there are several display cases for sunglasses. One case is labeled 'Maui Jim' and another is labeled 'OAKLEY'. A sign for 'Crawler Rods' is visible on the right. The text 'BRANDS YOU KNOW AND TRUST' is overlaid in the center.

# BRANDS YOU KNOW AND TRUST

*Maui Jim*

**OAKLEY**

**PELAGIC**



ONE STOP SHOP FOR  
**RODS, REELS & SUPPLIES**



OPEN EARLY SO YOU CAN  
**GRAB YOUR BAIT**  
AND HEAD OUT



# CREATING LOCAL BRAND SYNERGY



POMPANO BEACH



# WHAT IS BIG DOG TACKLE?

Big Dog Tackle is a local, woman owned, Tackle Shop in the heart of Pompano Beach, Florida open since May of 2018. The location is 5,000 square feet of everything you need to go saltwater fishing. The name was inspired by their Boxer Roxy. She is the original mascot and shop dog at Big Dog Tackle. The store will always continue in her memory. Just like her owners, she loved everything about the Water! Their goal is to provide not only an amazing shopping experience, but to be a one-stop-shop. They take pride in having everything you need to have an epic day out on the water. Fishing for us brings everyone together. Who doesn't love bragging about their biggest fish or reminiscing on the one that got away? We all remember that first fish, first fight, the weather conditions, the rod you were holding, the bait used. This is what we love about fishing. It becomes a highlight in your life, a hobby, time to get away, a career .... a passion. It's because of these feelings and the love of Fishing, Big Dog Tackle was born. The owner, Nicole, wanted to create an environment where it doesn't matter if it's your first time going fishing or if you fish every day of your life, you always feel accepted and welcome. Being a small family-owned business, they always put the customers and community first. Giving back to those in need is a Constant goal and they raise money every year for Coastal Boxer Rescue, Veterans, First Responders and to take kids fishing!!

Big Dog Tackle brings the community together and builds camaraderie within the fishing community. It is where people come and belong to something great, bigger than just a store.

