

CHEEKY[®]

2024



NEW

**BEST OF
CATEGORY
BEST FLY REEL**

**ICAST
2023**

SPRAY FLY REELS

PREMIUM WANDERLUST FLY REEL TECHNOLOGY



Deep backing channel
provides massive line
capacity



**Improved integrated
reel foot design**
includes a hook
keeper slot and gentle
curves for kinkless
line wrapping

**New upgraded
anodized aluminum
handle** for increased
durability, and a flush
base to eliminate line
catching

Huge arbor size for
maximum retrieval
rate and unbeatable
line capacity

**Multi-axis beveled
machining** increases
strength without
adding weight

**Fully-sealed,
improved Gasket
Drag System (GDS)**
with top-end stopping
power and Cheeky's
legendarily smooth
start-up inertia



The New **Spray Fly Reels** are the premium reel from Cheeky Fishing. They have been engineered and rigorously tested for performance and efficiency. With a new and improved Gasket Drag System (GDS), all new light-weight design, improved features, and exciting colors, the Spray is up to the task for any fly fishing adventure you throw at it.

All Spray Reels are fully machined from the highest-grade, aerospace aluminum and feature a newly updated frame and spool design with improved strength plus lighter weight. The improved integrated reel foot design includes a hook keeper slot and gentle curves for kinkless line wrapping. The all-new, anodized aluminum handle and low-profile counterbalance eliminates line catching at the base and is ergonomic for long fights. Spray comes in three sizes: 350 (3 ½ inch arbor), 400 (4 inch arbor), and 450 (4 ½ inch arbor). Spray can accommodate line weights from 4 to 12.

All three sizes of Spray reels come in two striking color combinations to choose from: the eye-catching Burn and Steel as well as the Electric Blue and Gold.



SPRAY FLY REELS

WHAT'S IN A NAME?

We love to see the Spray from our reel as that giant tarpon rips off the flat or as the brown trout of our dreams peels off toward cover. Although this is some of the inspiration for our new reel's name, Spray goes even deeper. In April of 1895, a gaff-rigged sloop named Spray left Boston Harbor on one of the greatest adventures of all time. A true do-it-yourselfer, the captain of the Spray, Joshua Slocum, rebuilt an old oyster boat and became the first person to single-handedly sail around the world. We hope this reel can accompany the curious angler to venture wider and further than they ever thought possible. Take a chance, make that cast and feel confident that the new Cheeky Spray will be that trusty reel to help you do the impossible.

SPRAY 350

Suitable for 4-6 weight lines
[Trout, Grayling, Bass]
Electric Blue/Gold, Burn/Steel



SPRAY 400

Suitable for 7-9 weight lines
[Striper, Bonefish, Redfish, Steelhead]
Electric Blue/Gold, Burn/Steel



SPRAY 450

Suitable for 9-12 weight lines
[Tarpon, GT, Musky, Permit]
Electric Blue/Gold, Burn/Steel



The improved Gasket Drag System (GDS) is fully-sealed with upgraded top-end power that can stop those monsters in their tracks while not sacrificing Cheeky's legendary smooth start-up inertia. The improvements come in the refinement of carbon-fiber disks both in material quality and design.



REEL SPECIFICATIONS

REEL	LINE WEIGHT	COLOR	MSRP	WEIGHT (OZ)	DIAMETER (IN)
SPRAY 350	4-6 WT	ELECTRIC BLUE/GOLD, BURN/STEEL	\$399	5.9	3.50
SPRAY 400	7-9 WT	ELECTRIC BLUE/GOLD, BURN/STEEL	\$449	6.9	4.00
SPRAY 450	9-12 WT	ELECTRIC BLUE/GOLD, BURN/STEEL	\$499	9.6	4.50

LAUNCH FLY REELS

A REVOLUTIONARY LIGHTWEIGHT, PERFORMANCE FLY REEL

Outside®

Summer '22 Gear Guide Selection

Launch Fly Reels are fully-machined from the highest-grade aerospace aluminum, and incorporate a massive arbor, huge line capacity, and the flawless Rev Carbon Drag System. A lightweight design, strong disk drag system, and an integrated reel foot are just a few of the technology features found in the Launch series. **This revolutionary line of light-weight fly reels will help you redefine your quiver.**

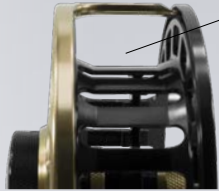
LAUNCH 400



LAUNCH 350



LAUNCH 325



Deep backing channel for maximum line capacity

Massive arbor size delivers industry-leading retrieval rates up to 12.5 inches per revolution

Silent retrieve with silky-smooth free spin line pickup

Super lightweight, fully machined design for a durable, well-balanced reel

Award-winning Rev Carbon Drag System for smooth, disk-drag power



The best deal in fly fishing, our Launch Triple Play Fly Reel and Spool Bundle is a unique offering which includes one reel, two matching spare spools, and a New Reel Capsule carrying case.

REEL SPECIFICATIONS

REEL	LINE WEIGHT	COLOR	MSRP	WEIGHT (OZ)	DIAMETER (IN)	EXTRA SPOOL
LAUNCH 325	2-4 WT	GREEN/BLACK	\$249	4.3	3.25	\$119
LAUNCH 350	5-6 WT	GOLD/BLACK	\$259	4.9	3.50	\$129
LAUNCH 400	7-8 WT	BLUE/BLACK	\$269	6.8	4.00	\$139

REEL	LINE WEIGHT	WHATS INCLUDED	MSRP	SAVINGS
LAUNCH 325 TRIPLE PLAY	2-4 WT	CAPSULE, REEL & 2 SPARE SPOOLS	\$379	\$137
LAUNCH 350 TRIPLE PLAY	5-6 WT	CAPSULE, REEL & 2 SPARE SPOOLS	\$399	\$147
LAUNCH 400 TRIPLE PLAY	7-8 WT	CAPSULE, REEL & 2 SPARE SPOOLS	\$419	\$157

SIGHTER FLY REELS

VERSATILITY MEETS VALUE

Sighter Reels set the bar for versatility and value! How can one reel do so much? With a full-cage frame design, the Sighter is light enough for your standard 9 foot 5 weight rods, but is also at home with thin-line set ups and running lines found in popular Euro-nymph and switch/spey line configurations. With Cheeky's award-winning Rev Carbon Drag, this reel punches far above its weight class in the drag department. Plus, you can't find this kind of value and versatility for under \$200 anywhere else.

SIGHTER 425



SIGHTER 375



**LIMITED EDITION
SIGHTER 350**

NEW



SIGHTER 350



SIGHTER 300



Lightweight design
featuring quick
change spool

Full cage frame design is perfect
for standard
lines, Euro style
set ups, and
switch/spey line
configurations

**Combination CNC-machined
aluminum frame & die-cast
spool** for a durable reel with
an elevated fit and finish

**Award-winning Rev
Carbon Drag System**
for smooth disk-drag
power

The best deal in fly fishing, our Sighter Triple Play Fly Reel and Spool Bundle is a unique offering which includes one reel, two matching spare spools, and a New Reel Capsule carrying case.



REEL SPECIFICATIONS

REEL	LINE WEIGHT	COLOR	MSRP	WEIGHT (OZ)	DIAMETER (IN)	EXTRA SPOOL
SIGHTER 300	2-3 WT	BLACK/RUBY	\$169	4.9	3.00	\$80
SIGHTER 350	4-5 WT	BLACK/EMERALD	\$179	5.9	3.50	\$85
SIGHTER 375	6-7 WT	BLACK/GRANITE	\$189	6.2	3.75	\$90
SIGHTER 425	8-9 WT	BLACK/COBALT	\$199	7.9	4.25	\$95

REEL	LINE WEIGHT	WHATS INCLUDED	MSRP	SAVINGS
Sighter 300 Triple Play	2-3 WT	Capsule, Reel & 2 Spare Spools	\$279	\$79
Sighter 350 Triple Play	4-5 WT	Capsule, Reel & 2 Spare Spools	\$299	\$79
Sighter 375 Triple Play	6-7 WT	Capsule, Reel & 2 Spare Spools	\$319	\$79
Sighter 425 Triple Play	8-9 WT	Capsule, Reel & 2 Spare Spools	\$339	\$79

NEW

PRELOAD 2.0 FLY REELS

PRE-SPOOLED FOR INSTANT FUN

New CNC Machined Frame

featuring a blade design minimizing weight and strengthening structure

S-Power Disk Drag for smooth fish-stopping power

LUNAR

New spool cap notched for better grip

MOONSTONE

Pre-spooled with 20# backing, floating fly line, and a tapered 9 foot leader

All-New green floating fly line and blue backing

PRELOAD 2.0 300



PRELOAD 2.0 350



PRELOAD 2.0 375

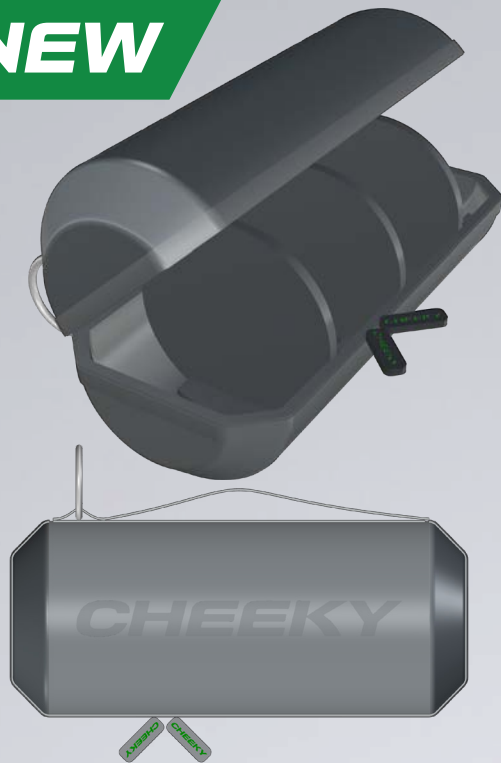


Introducing the New Cheeky **PreLoad 2.0 Fly Reels**, the perfect ready-rigged solution. Like its predecessor, the New PreLoad 2.0 comes rigged with plenty of Cheeky Premium 20-lb backing, an all-new green, floating, weight-forward fly line and a 9-foot leader. Just tie on a fly and you are ready to fish. The New PreLoad 2.0 comes in two colors, Lunar and Moonstone, and an updated frame featuring a CNC machined blade design which minimizes weight and strengthens structure. The PreLoad 2.0's S-Power Drag System delivers a smooth, reliable disk drag. The New PreLoad 2.0 is available in large arbor 2-4, 5-6, and 7-8 weights.

REEL SPECIFICATIONS

REEL	LINE WEIGHT	COLOR	MSRP	WEIGHT (OZ)	DIAMETER (IN)
PRELOAD 2.0 300	2-4 WT	LUNAR, MOONSTONE	\$119	4.1	3.00
PRELOAD 2.0 350	5-6 WT	LUNAR, MOONSTONE	\$119	4.6	3.50
PRELOAD 2.0 375	7-8 WT	LUNAR, MOONSTONE	\$119	4.9	3.75

NEW



REEL CAPSULE

INNOVATIVE REEL STORAGE

The New Cheeky Reel Capsule EVA molded reel case can hold up to 4 reels or you can mix and match reels and spools so that you are prepared for whatever the angling day has in store. This unique design is like nothing else on the market. The easy-fit, modular spacer discs help to separate and protect each reel or spool, while a carry handle and large o-ring help you carry and secure the capsule. A reverse-coil zipper keeps dust and debris out and is water resistant. The New Cheeky Reel Capsule measures 12" in length with a 5" diameter so you have plenty of room to store your reels safely on the water, on the road, or in the closet. | **\$29 MSRP**

DETAILS:

- EVA molded reel case can hold up to 4 reels
- Modular spacer discs help separate and protect each reel
- 12" in length with a 5" diameter
- Carry handle and large o-ring help to carry and attach the case anywhere
- Reverse coil zipper keeps dust and debris out



TRIPLE PLAY FLY REEL BUNDLE

The best deal in fly fishing, our Triple Play Fly Reel and Spool Bundle is a unique offering includes one reel, two matching spare spools, and a New Reel Capsule carrying case.

FLY REEL CASE

Protecting your fly reel is important, but protecting it in style, well, that's smart! These durable, high-quality, neoprene reel cases come in two sizes and a variety of patterns. Featuring an extra-large, over-rod flap, drain holes, thick neoprene, and durable Velcro, Cheeky's Fly Reel Cases keep your reels protected on and off the water. | **\$16 MSRP**

DETAILS:

- Extra thick and protective neoprene
- Available in 9 patterns
- Drain holes
- Large over-rod flap with oversized Velcro attachment
- Small (up to 3.75" diameter, typically 2 to 6 weight)
- Large (up to 4.5" diameter, typically 7 to 10 weight)



Grand Slam (106)	Rainbow Trout (124)	Bonefish (127)	Moab (110)	Rangeley (113)	Brook Trout (122)	Brown Trout (123)	Tarpon (126)	Mahi Mahi (125)

CHEEKY®

Reel Model	Line Weights	Drag System *	Reel Foot	Construction Method	Material **
Spray 450	9-12 WT	Enhanced Dual Gasket Drag, fully sealed, 6 stacked discs	Beveled integration, rounded for line wrap, hook keeper	CNC Machined	Aerospace Aluminum
Spray 400	7-9 WT	Enhanced Dual Gasket Drag, fully sealed, 6 stacked discs	Beveled integration, rounded for line wrap, hook keeper	CNC Machined	Aerospace Aluminum
Spray 350	4-6 WT	Enhanced Dual Gasket Drag, fully sealed, 6 stacked discs	Beveled integration, rounded for line wrap, hook keeper	CNC Machined	Aerospace Aluminum
Launch 400	7-8 WT	Rev Carbon, stacked discs	Beveled integration	CNC Machined	Aerospace Aluminum
Launch 350	5-6 WT	Rev Carbon, stacked discs	Beveled integration	CNC Machined	Aerospace Aluminum
Launch 325	2-4 WT	Rev Carbon, stacked discs	Beveled integration	CNC Machined	Aerospace Aluminum
Sighter 425	8-9 WT	Rev Carbon, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
Sighter 375	6-7 WT	Rev Carbon, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
Sighter 350	4-5 WT	Rev Carbon, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
Sighter 300	2-3 WT	Rev Carbon, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
PreLoad 2.0 375	7-8 WT	S-Power, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
PreLoad 2.0 350	5-6 WT	S-Power, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum
PreLoad 2.0 300	2-4 WT	S-Power, stacked discs	Standard	CNC Machined Frame Die Cast Spool	Aluminum

REEL COMPARISON CHART

* All Cheeky Drag Systems' 1-way bearings are easily flipped from left-hand to right-hand retrieval.

** All Cheeky Reel Components are machined from high-grade aluminum for precision and durability.

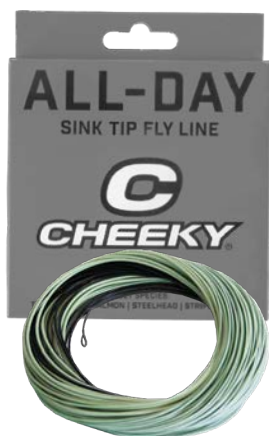
*** For full line capacity charts please refer to product pages on www.cheekyfishing.com.

Retrieve Sound	Diameter (in)	Weight (oz)	Retrieve Rate (Inches Per Revolution)	Backing Capacity ***	Reel MSRP	Spool MSRP
Clicker	4.50	9.6	14.1	11 WT 325 yds 30#	\$499	\$229
Clicker	4.00	6.9	12.6	8 WT 300 yds 20#	\$449	\$209
Clicker	3.50	5.9	11.0	5 WT 175 yds 20#	\$399	\$189
Silent	4.00	6.8	12.6	7 WT 255 yds 20#	\$269	\$139
Silent	3.50	4.9	11.0	5 WT 195 yds 20#	\$259	\$129
Silent	3.25	4.3	10.2	3 WT 115 yds 20#	\$249	\$119
Silent	4.25	7.9	13.3	8 WT 320 yds 20#	\$199	\$95
Silent	3.75	6.2	11.8	6 WT 240 yds 20#	\$189	\$90
Silent	3.50	5.9	11.0	4 WT 180 yds 20#	\$179	\$85
Silent	3.00	4.9	9.4	2 WT 120 yds 20#	\$169	\$80
Silent	3.75	4.7	11.8	PreLoaded	\$119	N/A
Silent	3.50	4.4	11.0	PreLoaded	\$119	N/A
Silent	3.00	3.9	9.4	PreLoaded	\$119	N/A

FLY LINES

WALLET-FRIENDLY TECHNOLOGY

Outside®
Summer '23 Gear Guide Selection

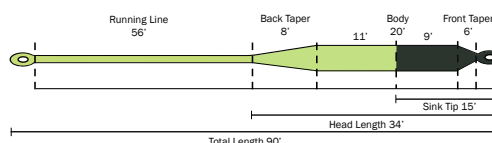


The Cheeky All-Day Sink Tip Fly Lines are made for streamer fishing fun. With 15 feet of sinking tip, these aggressively tapered lines help you get your fly to the depths where you know those giants swim. Designed and manufactured by Cheeky, the All-Day Sink Tip lines add enough sink rate to give you real versatility on the river and lake or for chasing salty critters. | **\$59 MSRP**



- 15 feet of type VI sink tip with a sink rate of 6 inches per second
- 90-foot length
- Color: 2-tone Black/Mint
- Welded loops on both ends for easy rigging
- Super strong nylon core with no memory

- Aggressive weight-forward taper for easy rod loading
- Slick coating for effortless casting
- Low stretch for lasting durability
- Wallet friendly
- Available in 5wt - 8wt

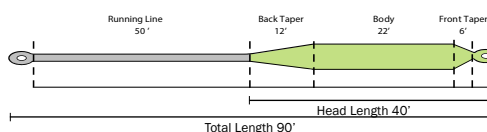


Cheeky Fishing developed the **All-Day Freshwater Fly Line** for those who want outstanding performance without breaking the bank. Fancy jargon and prices north of \$100 ... no thanks. Designed and manufactured by Cheeky, this fly line fishes all day, all season, and all year no matter how variable the conditions. Say hello to your new go-to fly line. | **\$59 MSRP**



- 90 foot length
- Color: 2-tone Mint/Stone
- Welded loops on both ends for easy rigging
- Aggressive weight-forward taper for easy rod loading
- Super strong nylon core with no memory

- Slick coating for effortless casting
- Low stretch for lasting durability
- Wallet friendly
- Available in 3wt - 8wt



FLY LINE BACKING

Cheeky's Premium Fly Line Backing is specially designed to pair on any fly reel. With low-friction, abrasion-resistance fly line backing, you'll have the perfect foundation to help you tire out that trophy fish. Available in individual 200 yard, 20 lb. and individual 300 yard, 30 lb. spools in high visibility colors: orange, blue, purple, pink and green. | **\$19/\$25 MSRP**

WEIGHT (LB)	MSRP	LENGTH (YDS)
20	\$19	200
30	\$25	300



BLUE ORANGE PURPLE PINK GREEN



BLUE ORANGE PURPLE PINK GREEN

TIPPET

FISH WITH CONFIDENCE

NEW



FLUOROCARBON

New Cheeky Fluorocarbon Tippet is tough, light, and essential for chasing big fish. In true Cheeky fashion, our fluoro is far less expensive per yard than the competition. Why choose fluorocarbon tippet? It is more abrasion resistant than nylon, is stiffer for better presentation and hook setting, and is close to invisible under water meaning you can use higher test poundage than normal. Fluorocarbon is good for salt and freshwater targets, especially when everything matters most.



FRESHWATER

Cheeky Premium Freshwater Tippet has the strength you can rely on. Available in individual 50-yard spools (66% more than many competitors) and constructed of the highest quality abrasion-resistant nylon, our tippet is built to last and keep you on the water longer. Choose from 0X, 1X, 2X, 3X, 4X, 5X and 6X spools.

SIZE	MSRP	TEST (LB)	DIAMETER (IN)	LENGTH (YDS)
20 lb	\$16	20	.016	30
16 lb	\$16	16	.015	35
12 lb	\$16	12	.013	50
0X	\$16	11	.011	50
1X	\$16	9.2	.010	50
2X	\$12	7.8	.009	50
3X	\$12	6.8	.008	50
4X	\$12	5.7	.007	50
5X	\$12	4.5	.006	50
6X	\$12	3.1	.005	50

SIZE	MSRP	TEST (LB)	DIAMETER (IN)	LENGTH (YDS)
0X	\$6	14.6	.011	50
1X	\$6	12.8	.010	50
2X	\$6	10.2	.009	50
3X	\$6	8.3	.008	50
4X	\$6	6.5	.007	50
5X	\$6	4.8	.006	50
6X	\$6	3.3	.005	50

SIZE (LB)	MSRP	TEST (LB)	DIAMETER (IN)	LENGTH (YDS)
10	\$6	10	.012	50
12	\$6	12	.013	50
16	\$6	16	.015	50
20	\$6	20	.017	40
30	\$6	30	.020	30



SALTWATER

Constructed of the highest quality abrasion resistant nylon, Cheeky's Saltwater Tippet is built to last and keep you on the water longer. Choose from 10lb, 12lb, 16lb, 20lb and 30lb spools.

LEADERS

FISH WITH CONFIDENCE



FRESHWATER

Cheeky Premium Freshwater Tapered Leaders are perfectly tapered to ensure delicate presentation. The strong, premium nylon is abrasion-resistant and built to take the pressure. Packaged as single leaders or in 3-packs, leaders come in size 0x to 6x.

SIZE	MSRP Individual / 3-Pack	TEST (LB)	DIAMETER (IN)	
			TIP	BUTT
0X	\$4 / \$10	14.6	.011	.026
1X	\$4 / \$10	12.8	.010	.025
2X	\$4 / \$10	10.2	.009	.024
3X	\$4 / \$10	8.3	.008	.023
4X	\$4 / \$10	6.5	.007	.022
5X	\$4 / \$10	4.8	.006	.021
6X	\$4 / \$10	3.3	.005	.019



SALTWATER

Cheeky Fishing's Premium Saltwater Tapered Leaders are perfectly tapered to ensure good turnover and presentation, yet strong enough to consistently land trophy fish. Checking in at 9 feet in length, and constructed of the highest quality abrasion-resistant nylon, these leaders are built to last and keep you on the water longer. They come in 10lb, 12lb, 16lb, 20lb and 30 lb. Buy them one at a time or in 3-packs.

SIZE (LB)	MSRP Individual / 3-Pack	DIAMETER (IN)	
		TIP	BUTT
10	\$4 / \$10	.012	.025
12	\$4 / \$10	.013	.026
16	\$4 / \$10	.015	.026
20	\$4 / \$10	.017	.027
30	\$4 / \$10	.020	.030



WADING BELT

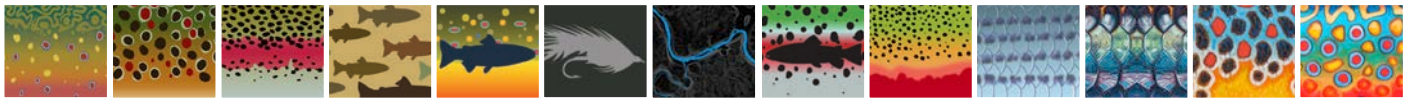
WADER UP IN STYLE



Cheeky Wading Belts are the perfect complement to your fishing ensemble. Let your personality shine through while protecting yourself on the water. | **\$30 MSRP**

DETAILS:

- Adjustable length up to 45"
- Available in 13 patterns
- Quick release buckle
- Durable, abrasion resistant polyester
- 1.5" width
- Designed to be worn with waders



Brook Trout (122)	Brown Trout (123)	Rainbow Trout (124)	Moab (110)	Rangeley (113)	Fly Classic (145)	Kind Design River Topo (409)	Bighorn (101)	Cutthroat Trout (130)	Striped Bass (129)	Deyoung Tarpon (605)	Deyoung Brown Trout (602)	Deyoung Brook Trout (601)
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NEOPRENE WADING SOCKS

NO GAIT, ALL GLAMOUR

Brown Trout

Rainbow Trout

Brook Trout



Cheeky Neoprene Wading Socks are the perfect way to flaunt your fishiness when it's warm enough to leave the chest waders at home. These durable, cushioned booties feature gravel guards with hooks to secure them to most wading boots, making these a wet-wading essential to keep grit out of your footwear all day long. Our Wading Socks are available in 3 sizes and 3 of our signature fish patterns — Brown Trout, Brook Trout, and Rainbow Trout. | **\$30 MSRP**

DETAILS:

- Durable 4mm thick neoprene material
- Perfect for wet wading
- Integrated gravel guards with hooks to keep gravel and grit OUT
- Available in 3 signature trout patterns
- 3 sizes: Medium, Large, Extra-Large

	MEDIUM	LARGE	EXTRA-LARGE
MEN'S (US)	8-9	10-11	12-13
WOMEN'S (US)	9-10	11-12	13-14



SUN PROTECTION

Cheeky's sun protection gear allows you to spend as much time outdoors as possible. Available in your favorite freshwater, saltwater, and outdoor prints, the Neck Gaiter, Sun Gloves, and Stripping Guards blend functionality and style. All Cheeky Sun Protection products tested as UPF 50+.

SUN GLOVES

\$29 MSRP

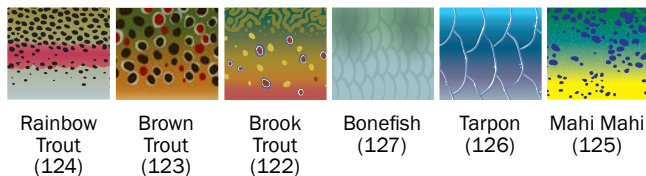
DETAILS:

- Packaged and sold as a pair of gloves
- Lightweight, comfortable, quick-drying polyester to keep you protected from the elements
- Padded palms to protect key abrasion points
- Great for fishing and other outdoor/water sports
- Available in 13 patterns
- Available in two sizes S/M and L/XL

S/M	L/XL
7 - 8.5 inches	8.5 - 10 inches



Measure around the widest part of your hand

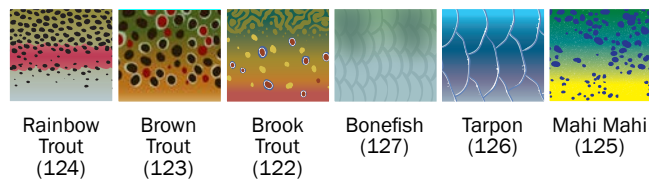
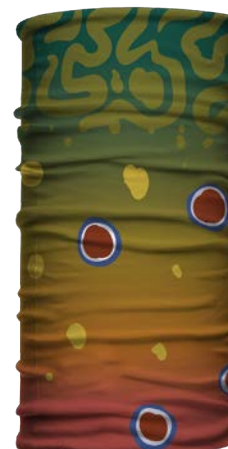


STRIPPING GUARD

3-Pack | \$9 MSRP

DETAILS:

- Lightweight, comfortable, quick-drying polyester
- Protect your fingers from stripping fly lines, spiky fish, and general abuse in the elements
- Available in 6 patterns
- Fresh 3-Pack includes Brown Trout, Rainbow Trout, and Brook Trout
- Salt 3-Pack includes Bonefish, Mahi Mahi, and Tarpon



NECK GAITERS

\$18 MSRP

DETAILS:

- Lightweight, comfortable, stretchy, quick-drying polyester to keep you cool and protected from the elements
- Great for fishing, hiking, skiing, and other outdoor/water sports
- Available in 6 patterns



PRODUCT OVERVIEW

*All prices are Manufacturer's Suggested Retail Price (MSRP) in US dollars

NEW



Spray 350
C-SPR-350 \$399

NEW



Spray 400
C-SPR-400 \$449

NEW



Spray 450
C-SPR-450 \$499



Launch 325
C-LAU-325 \$249



Launch 350
C-LAU-350 \$259



Launch 400
C-LAU-400 \$269



Sighter 300
C-SIG-300 \$169



Sighter 350
C-SIG-350 \$179

NEW



Ltd Edition Sighter 350
C-SIG-350 \$179



Sighter 375
C-SIG-375 \$189



Sighter 425
C-SIG-425 \$199

NEW



PreLoad 2.0 300
C-PRE-300 \$119

NEW



PreLoad 2.0 350
C-PRE-350 \$119

NEW



PreLoad 2.0 375
C-PRE-375 \$119



Launch Triple Play
C-LAU-379-\$419



Sighter Triple Play
C-SIG-279-\$339

NEW



Reel Capsule
C-RLC \$29



Fly Reel Case
C-RLC \$16



All-Day Floating
C-LIN-FLO \$59



All-Day Sink
C-LIN-STP \$59



Backing
C-BAC \$19-\$25

NEW



Fluorocarbon Tippet
C-TIP \$12-\$16



Nylon Tippet
C-TIP \$6



Nylon Leaders
C-LEA \$4/Single
\$10/3-pack



Wading Belt
C-WAD \$30



Wading Socks
C-NWS \$30



Sun Gloves
C-CGL \$29

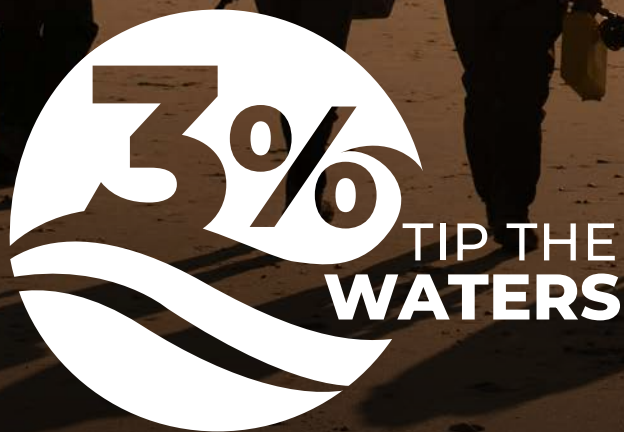


Neck Gaiters
C-GAI \$18



Stripping Guards
3-Pack: C-STR \$9

CHEEKY®



WE'VE GOT THE TIP!

Cheeky Tip the Waters Program utilizes our 1% for the Planet membership guidelines to give an even bigger portion (3% total) of each purchase back to the watery world. That is 3% of revenue, not profit- a big difference and includes orders from dealers and consumers. Causes and conservation are at Cheeky's core. While we work with large organizations like Trout Unlimited, we like to work with the little guy as well. We get our hands dirty and actively pursue opportunities to help on the ground and engage in our communities. We also started the Cheeky Schoolie Tournament, a conservation-based tournament held annually on Cape Cod, Massachusetts. Now more than a decade old, it is the largest fly fishing tournament on the planet. This catch-photo-and-release tournament has become a force in striped bass conservation with all the proceeds going to our conservation partners, totaling more than \$100,000 over the past 5 years. We also engage in our community to help feed the hungry during the holiday season in our Pound-Per-Order program in which we give one pound of food for every order we get from holiday shoppers. We work with science-based conservation partners to fight poor fish handling, climate change and habitat destruction. We have no tolerance for climate-change deniers. Sustainable product, packaging and sourcing is an ongoing focus for Cheeky, and although we acknowledge that we cannot get there all at once, we vow to get there in the end.

CAUSE PARTNERS



WHY CHEEKY?

Take your own path, let others follow.

More than 13 years ago, Cheeky decided on another way to make fly fishing equipment. We were sick of seeing overpriced and uninspired gear. From the beginning, we have focused on lowering the barriers so anyone can fall in love with fly fishing.

Cheeky Fishing is a leader in high performance and durable products providing wallet-friendly, smart solutions for fly anglers. We brought vibrant color, sleek design, and the smoothest drag on the planet to the sport, and didn't stop there. We make products for everyone, no matter who you are or the size of your wallet. We champion the DIY angler and the waters they fish.

The principles of inclusion, education, and problem-solving are pillars which encompass every aspect of Cheeky, from our product development and social media presence to our top-tier customer service and office culture.

We fish with a purpose, we have loads of fun, and we are, well... undeniably Cheeky.

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