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# ***Women's Bassmaster Tour Angler Sponsorship Presentation***



Presented to:

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## *Go Fish (Size of the Market)*



- There are 34.1 million anglers in the U.S.
- These anglers spend \$41.5 billion in retail sales every year.
- The overall annual economic output for sportfishing is \$116 billion.



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Source: Today's Angler: Values of our Traditional Pastime; American Sportfishing Association, 2002.



## *Fishing Avidity*



- More Americans fish than play tennis and golf combined!
- In Florida, people spend over three times more days fishing than they do at Walt Disney World's Magic Kingdom.



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Source: Today's Angler: Values of our Traditional Pastime; American Sportfishing Association, 2002.



## A Valuable Market

- The overall impact of angler expenditures would make sportfishing 32nd on the Fortune 500 list of America's largest companies – putting sportfishing above such global giants as



- Bass anglers buy all kinds of products in order to enjoy their sport – here are just a few examples of what they are buying:

- |  |                                       |
|--|---------------------------------------|
| –Rods/Reels/Tackle/Electronics (\$723M)  | –Lodging (\$213M)                     |
| –Pick-ups/Campers/Motor Homes (\$600.8M) | –Boat fuel (\$196M)                   |
| –Food, snacks & beverages (\$588M)       | –Bass Boats/Motors/Trailers (\$45.5M) |



Source: Today's Angler: Values of our Traditional Pastime; American Sportfishing Association, 2002.





## *Freshwater Fishing*

- Freshwater anglers alone account for 83% of the sportfishing population (there's 28.4 million of them), and they spend \$29.5 billion every year on their sport.

## *Bass Fishing*

- For freshwater anglers, bass are the most sought-after species of fish.
  - In the U.S. alone, there are 10.7 million bass anglers.
  - Each year, freshwater anglers spend a combined 160 million days on the water bass fishing.



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## *Women & Fishing*

- Approximately 26% of all freshwater anglers are women!
  - Women hold 26% of all world record catches.
- Women account for 10% of all bass anglers in the U.S. – that's just over 2 million female anglers!



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# *BASS: ESPN's First Professional Sports League*



$$\text{ESPN} + \text{BASS} = \text{HUGE OPPORTUNITY}$$

- 6 years ago, ESPN – the Worldwide Leader in Sports – saw an opportunity to better serve their fishing fans and acquired BASS to further penetrate the outdoor market and create the next sport franchise with the size and velocity of NASCAR.
- The affiliation is a tremendous opportunity for sponsors.
  - Think NASCAR + Golf
    - Avid & loyal fans like NASCAR
    - Participatory sport like Golf
  - 79% of BASS members agree they support companies who sponsor their sport by purchasing their products and services.



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## *WBT: BASS's First Professional Women's League*

- Recognizing another opportunity to better serve female sports fans, BASS created the Women's Bassmaster Tour in June 2005.
  - The 5 event series debuted in April 2006 and will culminate at the Women's Bassmaster Championship in Birmingham, AL in February of 2007.



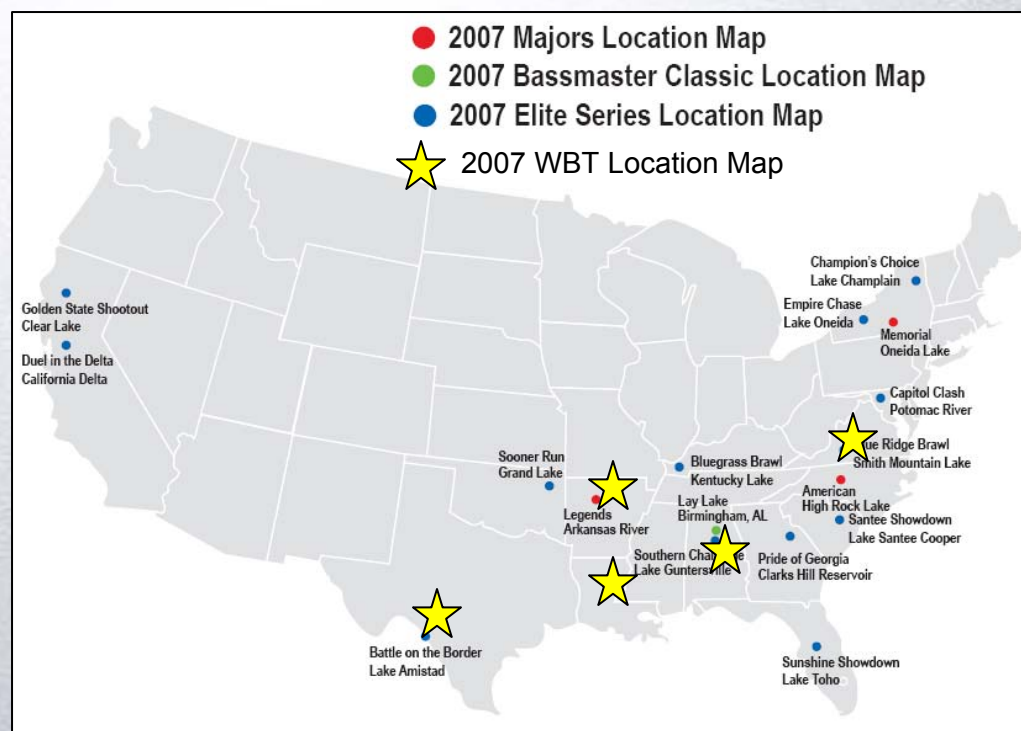
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# 2007 WBT Tour Schedule



- February 8-10, 2007 - Lake Amistad, Del Rio, TX
- March 29-31, 2007 - Lake Dardanelle, Russellville, AR
- May 3-5, 2007 - Lake Guntersville, Guntersville, AL
- June 14-16, 2007 - Kentucky Lake, Gilbertsville, KY
- September 20-22, 2007 - Red River, Shreveport, LA



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## WBT Angler Sponsorship

- As a sponsor of a WBT angler, you can take advantage of the multiple opportunities anglers have to create brand awareness for your product and/or service when they showcase your brand on their jersey & boat.
  - ▶ On-site event exposure.
  - ▶ Cross-country exposure as anglers drive to and from event sites.
  - ▶ Internet exposure on Bassmaster.com & ESPNOutdoors.com
  - ▶ National press coverage in newspapers & magazines across the country, including *Bassmaster* & *BASS Times* – the ultimate consumer magazines for bass anglers everywhere.



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## *On-Site Event Exposure*

- In 2006, 132,000+ BASS fans attended the Bassmaster Classic, Bassmaster ELITE SERIES and Bassmaster Majors events.
- Anglers fishing the 2007 Women's Bassmaster Tour will have the opportunity to promote their sponsors at 5 WBT events.
- Fans come out in waves to see their favorite pro anglers compete and to check out the sponsor-wrapped boats – and they are paying attention to the companies who support their sport!



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# Cross-Country Brand Exposure



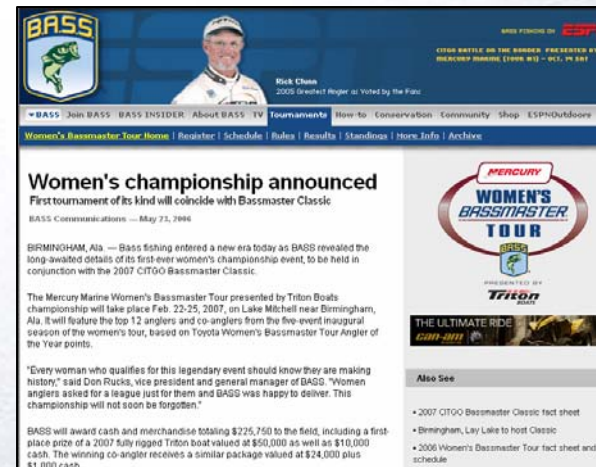
- Eye-catching vinyl wrapped truck and boat designs will expose sponsor brands to thousands of fans and consumers as anglers travel nationwide to each tournament site.
- Sponsor-wrapped boats are driven to all WBT events & act as a billboard to keep sponsors' brands moving across the country.



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# Internet Exposure



- Bassmaster.com averages 4.6 million page views each month from 303,000 unique visitors – that's roughly 15 page views per unique visitor.



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# National Press Coverage



- 525,000 BASS members read the pages of *Bassmaster*® magazine each month to learn what the pros have to say. After non-member readers are counted, *Bassmaster* has a total monthly audience of 3.8 million readers.
- Editorial coverage in *BASS Times*® magazine will be seen by over 4.8 million readers annually.
- WBT anglers have the potential to receive press coverage in hundreds of publications across the country, increasing exposure for their sponsors.
- YTD September 2006, the Women's Bassmaster Tour has been mentioned in newspapers and magazines throughout the country, reaching over 33.6 million people!



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## *The BASS Membership*

- A BASS Member is more than just a subscriber to the magazine. BASS Members support conservation, promote the growth of the sport, and are eager to learn how to make themselves better anglers – in fact, BASS members spend about \$879M each year on fishing trips, tackle, equipment – talk about dedication!
- BASS Members follow their favorite tour pros on Bassmaster.com, watch them every week on The Bassmasters, read about them in Bassmaster magazine, and drive hundreds of miles to see them compete in person at the tour stops.
- BASS Members are also a brand loyal group of consumers who reward companies who support their sport by buying their products.
- Sponsoring a BASS angler gives you the opportunity to reach these thousands of bass fishing fans!



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## Summary

- ▶ Sponsoring a Women's Bassmaster Tour angler allows you to reach an avid audience of bass fishing fans throughout the country across multiple media formats.
- ▶ BASS fans are quick to notice who supports their sport and are the first to purchase products and services from companies who sponsor their favorite anglers.
- ▶ Sponsoring a WBT Angler gives you the opportunity to reach thousands of consumers at the grass-roots level, something no other sports league can offer.



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