

THIS IS BASS

Providing quality multimedia entertainment to avid outdoor consumers.

- Part of the ESPN family since 2001, BASS is a multimedia company that is the definitive authority on the sport of bass fishing.
- 40 years strong, BASS is the industry leader and the brand bass fishing fans look to for the latest tips, techniques and tournament news.
- BASS is a lifestyle brand that is comprised of:
- A membership organization
- A tournament sports league Multi-media platforms.





Television

MEMBERSHIP ORGANIZATION



- Anglers who join BASS can take advantage of exclusive member benefits. In addition to receiving 11 issues of Bassmaster magazine, members receive tournament eligibility, decals and patches for their boats and jerseys, opportunities to access extended content via our BASS Insider membership, boat theft insurance policy, hotel and car rental discounts and chances to win free products each month.
- Included in the 500,000+ member base are about 21,000 BASS Federation Nation Club members - the most active group of BASS members.
 - Responsible for donating over 28,000 volunteer hours to help with conservation projects.
 - Support approximately 1,500 youth events reaching over 150,000 children each year.
- BASS Life Members consist of 60,000 avid anglers. Life member benefits include an endless subscription of Bassmaster and BASS Times as well as special benefits such as access to the Life Member Lounge, a gift bag and special seating credentials each year at the Bassmaster Classic.



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TOURNAMENT SPORTS LEAGUE

Recognizing the spirit of competition, BASS provides tournament platforms for anglers at all skill levels.

BASSMASTER CLASSIC

Culmination of all tournament circuits for the year. Matching the top pro's and amateurs in a fight for over \$1.2 M in prize payouts.

PROFESSIONAL LEAGUE

110 Anglers vying for nearly \$11 Million over 11 events. Season culminates in crowning the Toyota Tundra Bassmaster Angler of the Year.

AMATEURS

Women's Bassmaster Tour Presented by Academy Sports + Outdoors The only bass fishing circuit for women.

Opens

Six events annually for amateur anglers who want to turn pro.

GRASSROOTS Federation Nation Club tournament structure.

Weekend Series Offers tournaments for weekend angler.









MULTI-MEDIA PLATFORMS



Bassmaster Magazine, BASS Times, Bassmaster.com and *The Bassmasters* on ESPN2 make up BASS' multi-media platforms - all geared toward entertaining and informing bass fans.

PRINT PUBLISHING

Bassmaster Magazine

- Sold on newsstand and available by subscription, Bassmaster magazine provides the latest bass fishing how-to, when-to and where-to tips and techniques to over 3.6 million avid readers every month.
- Features insights from the Bassmaster Elite Series Pros as well as detailed illustrations that appeal to all skill levels.

BASS Times

• A monthly publication designed for the truly involved bass anglers, covering conservation projects, club news and in-depth tournament coverage of the Bassmaster Tournament Trail.

Fishing Tackle Retailer

• Fishing Tackle Retailer is the sportsfishing industry's national trade magazine. Not only does it help tackle store owners stock just the right products on their shelves, it provides a communication link connecting manufacturers, wholesalers and retailers.







Source: MRI Magazine Audience Estimates, Fall 2007

MULTI-MEDIA PLATFORMS

INTERNET

Bassmaster.com, ESPNOutdoors.com and BASSInsider.com.

- 6.2 million average page views each month.
- Providing bass fans everywhere with instant tournament results and events coverage via real time leaderboards and live streaming video coverage of all events.
- Fans can build their Fantasy Fishing teams and check their progress.
- Audio Podcasts are the latest feature, and extended tips and techniques content is also available with the click of a mouse.
- BASS Insider is a membership web site providing extensive information designed to help bass anglers of all skill levels become more successful in bass fishing. Through a variety of media, including video, animation, text and online interaction, Insider serves a community of anglers who desire more information than most other fishermen.

TELEVISION

- Entertaining over 11.7 million viewers annually.
- Airing every Saturday morning on ESPN2, *The Bassmasters* chronicles the Bassmaster Elite Series.
- Other bass fishing programs on ESPN and ESPN include The Bassmaster Classic, The Bassmaster Classic Highlights, Toyota Tundra Bassmaster Angler of the Year Highlights, Bassmaster Elite Series Winning Ways and a Celebrity BASS Tournament.





Note: Television programming subject to change.

A CALL AND A

PRESS COVERAGE



The communications department handles media relations for BASS and all of its events and for outdoors programming on ESPN2.

The department services the media by creating a comprehensive, annual media guide, driving placement of news stories across multiple platforms nationally and globally, generating news releases – which are distributed to more than 1,500 working media members and archived at www.Bassmaster.com – and overseeing on-site communications efforts from BASS events.

The New York Times	Date: Location: Circulation (DMA): Type (Trequency):	Wechesday February 92, 2020 NEW YORK, NY 1.120,420 (1) Newspager (0)	

	Keyword.	Isees Masters Olass e	
Angler Who	Can Make His	s Line Dance,	Too
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PLENTY TO CELEBRATE: <u>Bassmaster</u> Classic winne Alton Jones got \$500,000 and a call from President Bush.

Los Angeles Times Determined to the States Contract of the States Co

PETE THOMAS

Angler]	ones	reels in the o	pportunity of a	lifetime
A Itan Jane	s sum the	\$10,000 and a pat on the back	When we're home they	

ton Jones won the	\$10,009 and a pat on the back.	"When we're home they	
Super Bowl of bass	Now there are two lucrative	really miss their friends on	
fishing last. Bunday	tours meandering throughout	tour because there are other	
and on Tuesday	the South, Southwest and	families that travel together	
meetined a call from	Fast, Each stop lures bordes of	atso," Jones explained.	
fellow Texps angler by the	admirers out of the back-	Besides, he added, "Tray-	
	woods.		
ame of George W. Bush	Nearly 40,000 attended this	eling in itself is a really good	
"He wanted to congratulate		education because they get to	
e on winning the world	year's Classic, causing traffic	see all the different cultures	
hampionship and to let she	nightmares for typically slow-	that America has to offer.	
orld know how strongly he	paced Greenville. More than	"The main thing, though, is	
poorts fishing," Jones said	13,000 inmined the Bi-Lo Cen-	that it's an opport unity for us	
uting a phone interview mo-	ter to witness the crowning of	as a family to be together and	
ents afterward.	Jones as confetti valned and	we're willing to make some	
	tireworks blaned.		
'He also invited my family	Jones was then whisked, via	sacrifices in other areas to be	
the Oval Office for a person-	urbule ist, to ESPN head-	able to do that."	
tour. It was the most morit-		At least now they can affeed	
g thing that has ever hap-	quarters in Bristol, Conn.,	to travel in style.	
erred to me."	where the Bassmaster Elite		
Amoring what winning the	Series pro appeared on na-	Dead-flats and incost	
assingster Classic can do for	tional radio and participated	Rockfish and trout	
person	in a live web that,	Saturday marks two note-	
	His wife and three children		
Jones, 44, had competed in		worthy openers: that of rock-	
previous Classics but finally	tried, as Jones said, "to main-	fish season in Southern Cali-	
ruck gold with his Booyah	tain some semblance of life as	formia, enabling half-and	
igskin lig at South Carolina's	usual in the midst of all this	three-quarter-day fleets to	
ake Hartwell	wonderflal changs."	target a variety of delectable	
Angiers are allowed to	On Tuesday, Jones was	denirens and the early trout-	
tigh five tish after each of	back on Lake Hartwell, with	fishing season in a portion of	
upe days and Jones' total	his family, conducting photo	the Eastern Sierra.	
eight was 40 pounds 7 ounres	shoots for Yamaha Outboards	The "Early Opener" south	
eight was 40 pounds / outres	Bassmaster Magazine	The Lary Opener south	
five pounds heavier than		of Bishop will be celebrated	
inntr-up and already-for-	That's when President	with a \$5 derby at Disz Lake.	
otten Cliff Pace.	Bush called and chatted with	organized by the Lone Pine	
"I can't tell you the feeling of	Jones and his 15-year-old son.	Chamber of Commerce: (250)	
lief that came over me when	"Little Alton."	875-6644	
found out I was going to be	On Wednesday, Jones be-	Creeks in the Lone Pine'	
tting on top of the food	gan an autograph tour at Bass	Independence areas are well-	
tain." Jones said of his win.	Pro Shops stores in Denver.	storked and the trout ought to	
*Prom a fishing standpoint	Mess, Ariz., Las Vegas and	respond nicely to spring-like	
's just-another tournament.	Rancho Cuenmorga	weather on tap for the week-	
at from a notoriety stand-	He'll appear at the South-	end.	
oint, and from importance	land outlet Sunday morning	The Eastern Sterra general	
shin the industry and the	before fiying to Florida to	trout-fishing season opens	
ord, this is the win."	participate in the Elite Series	April 28	
The triumph was worth	ODPDPT		
		Gray whales: about-face	
sons, some time will boost Jones'	Keeping up with the		
ock as a corporate pitchman	Joneses is not difficult. Just	Pacific gray whales are	
e existing sponsors, and	follow the tournament trail, a	concluding business in Bala	
resent new opportunities.	six-month grind that also	California's lantons and will	
Certainly, it will make the	involves wife Jimmye Bae.	soon begin the long journey to	
taco angler a power player in	daughters Kristen, 13, and	Arctic home waters, newborns	
e increasingly popular bass-	Jamie, 10, and Little Alton.	in tow. The American Ceta-	
shing factory leagues	Jimmon Sue doubles na	cean Society's Othing County	
To be sure, pro bass fithing	schooltencher and Jones de-		
		and Los Angeles chapters have	
as come a long way since	nied he was depriving their	scheduled daylong trips coin-	
obby Murray won the first	kids of a normal Elestate by	ciding with peak northbound	
laresic in 1971, receiving	making them live as modern-	migration period off Southern	
	day gypsies.	California.	

INSIDE BASS

- As you can see, BASS truly is committed to providing quality multimedia entertainment to outdoor consumers.
- Reaching millions of fans each month via print, internet, on-site or through television programming, the BASS team is constantly looking for ways to better serve our audience.
- · Located in Celebration, Florida, BASS is made up of 75 people who work in one of these departments:



Circulation/Membership

Recruiting and retaining bass fishing enthusiasts for Bassmaster, BASS Times and Fishing Tackle Retailer publications. Creating and monitoring all direct mail campaigns, this team is devoted to growing the Bassmaster magazine audience and providing quality member benefits.



Print Publishing

With an expert team of editors and writers, you can bet our publications team delivers the latest bass fishing tips, techniques and news each month. Publishing more than 30 issues a year, this award-winning team never slows down.



F

Tournament Events

Event planning and execution is the name of the game with the tournament staff. The tournament team is responsible for everything from tournament registration/ management to venue set-up at each tournament stop as well as enhancing the fan experience.

Marketing

From conceptualizing campaigns to executing the design elements to promoting BASS events and programs, this team is responsible for promoting the BASS brand at every level.

INSIDE BASS





Sales

The BASS Sales team is responsible for print, television, internet and sponsorship sales. Our sales reps have the right balance of passion and product knowledge to deliver the bass fishing experience nationwide.



Customer Service

The BASS Customer Service team is dedicated to providing BASS members the best support possible.



Finance / Administration

From magazine subscription revenue to multi-million dollar sponsorships, the finance and administration team manages BASS' assets with expertise and are the behindthe-scenes support system.



COMMUNICATIONS (PR)

With extensive press coverage in newspapers and magazines, the BASS communications (PR) team is tasked with delivering in-depth and tournament coverage and BASS Company news to all bass fishing fans.



Conservation

BASS has a 40-year history of promoting wise fisheries management, protecting fishery resources and expanding public access to water. At every level, from local to state to national – and even international – resource managers look to BASS for advice and leadership on conservation issues affecting sportsfishing.

JOIN THE BASS TEAM

To learn more about our jobs and how to apply be sure to visit http://joinourteam.espn.com, click the JOB tab, then type *BASS* in Keyword.