

THIS IS BASS



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Providing quality multimedia entertainment to avid outdoors 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 composed of:
 - **A membership organization**
 - **A tournament sports league**
 - **Multimedia platforms.**



Internet



Publications



Television



MEMBERSHIP ORGANIZATION



- BASS offers a membership program that is currently over 500,000 members strong.
 - 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, a 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 – who:
 - Are responsible for donating more than 28,000 volunteer hours to help with conservation projects.
 - Support approximately 1,500 youth events reaching more than 150,000 children each year.
- BASS Life Members consist of 60,000 avid anglers. Life Member benefits include an endless subscription to *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.



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. Matches the top anglers in a fight for more than \$1.2 M in prize payouts.



PROFESSIONAL LEAGUE

100 anglers vying for nearly \$5 million over eight events. Season culminates in crowning the Toyota Tundra Bassmaster Angler of the Year.



QUALIFYING TOURNAMENTS

ACADEMY SPORTS + OUTDOORS

BASSMASTER WOMEN'S TOUR

The only bass fishing circuit exclusively for women.

OPENS

Nine events annually for anglers who want to turn professional.



GRASSROOTS

BASS FEDERATION NATION

Club tournament structure.

WEEKEND SERIES

Offers tournaments for the weekend angler.



MULTIMEDIA PLATFORMS



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

PRINT PUBLISHING

Bassmaster Magazine

- Sold on newsstands and available by subscription, *Bassmaster Magazine* provides the latest bass fishing how-to, when-to and where-to tips and techniques to more than 3.3 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, featuring conservation projects, club news and in-depth tournament coverage of the Bassmaster Tournament Trail.

Fishing Tackle Retailer

- *Fishing Tackle Retailer* is the sportfishing 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.



MULTIMEDIA 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 more than 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 ESPN2 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*.



INSIDE BASS



- As you can see, BASS truly is committed to providing quality multimedia entertainment to outdoors consumers.
- Reaching millions of fans each month via print, Internet, on-site or television programming, the BASS team is constantly looking for ways to better serve our audience.
- Located in Celebration, Fla., BASS is made up of 70 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.



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 the best support possible to BASS members.



FINANCE / ADMINISTRATION

From magazine subscription revenue to multimillion-dollar sponsorships, the finance and administration team manages BASS' assets with expertise and is the behind-the-scenes support system.



COMMUNICATIONS (PR)

Ensuring extensive press coverage in newspapers and magazines, the BASS communications (PR) team is tasked with delivering in-depth 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 sportfishing.

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.