

**WOMEN'S  
BASSMASTER®  
TOUR**



PRESENTED BY



# Women's Bassmaster Tour

Presented by Academy Sports + Outdoors

**42** million people who live in the U.S. consider themselves an angler.

In fact, more Americans fish than play tennis & golf combined! And in Florida, people spend over three times more days fishing than they do at Walt Disney's Magic Kingdom.



Getting back to the **42** million anglers...did you know they are responsible for spending about **\$42 billion** in retail sales each year?

That's right, anglers aren't afraid to spend money on their favorite sport – and it's a huge industry that generates an overall annual economic impact output of \$125 billion.

Angler expenditures would make Sportfishing 47th on the Fortune 500 list of America's largest companies – larger than global giants such as Microsoft and TimeWarner.



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**Women account for 12%**  
**of all bass anglers in the U.S. – that's**  
**approximately 1.7 million female anglers.**



## So where are these people fishing, and what exactly are they fishing for?

Freshwater fishing rules in this country. 83% (that's 35.9 million people) of America's anglers are fishing in a local lake or pond and they are fishing for bass. Bass are the most sought-after species of fish. 14.7 million people try to catch a bass each year, and (combined) spend 220 million days on the water trying to catch a big one. Why? Because it's a fun and competitive sport that you can do alone or with a buddy. You can take your family or friends for a weekend away or you can drop a line in the lake across the street. You can even sign up for a local tournament and test your skills against others like yourself.

Among the bass anglers lies a strong demographic that continues to grow. Women account for 12% of all bass anglers in the U.S. – that's approximately 1.7 million female anglers. Recognizing the strength and value of female sports fans, BASS created the Women's Bassmaster Tour (WBT) in June 2005 – which is now the largest professional Women's bass fishing tour. The series debuted in April 2006 and continues strong with a 5 event season, including the Women's Bassmaster Tour Championship.

In it's first three years, the tour has attracted anglers from Canada, Japan and South Africa, making it a truly international sport.



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## The Women's Bassmaster Tour consists of four tournaments and one WBT Championship.

The top 20 pro anglers and top 20 co-anglers qualify for the Championship based on BASS' Toyota Tundra Women's Bassmaster Angler of the Year points system. For each tournament, there is a 100 boat field and the full field competes Thursday and Friday, with the top 20 pro and top 20 co-anglers from Friday competing in the final day on Saturday.



## New for 2009.

The angler who wins the title of Toyota Tundra Women's Bassmaster Angler of the Year will be the first woman ever to compete in the 2009 Bassmaster Classic in Shreveport-Bossier City, LA.



The Classic berth will be a huge opportunity for the AOY winner, and will provide many opportunities to take the tour to the next level. The Bassmaster Classic generates a significant amount of exposure and the AOY winner will certainly benefit from it. Some statistics from the 2008 Bassmaster Classic include:

- 70K+ attendance
- Over 11.8M page views during the month of February, with 1M+ unique users
- Average HH TV impressions were 375,880 up 4% from 2007
- ESPN's Mike & Mike broadcast live from the boat launch with their 400,000 daily radio listeners on 215 stations nationwide with simulcast on ESPN2 reaching another 171,000 viewers
- Press Coverage from over 250 nationally credentialed media generating over \$3M in ad equivalency, 1,000+ articles with a combined circulation of over 104 million



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## Corporate Support

BASS supports the WBT with event coverage in Bassmaster and BASS Times magazines; and the weigh-ins are streamed live on [www.bassmaster.com](http://www.bassmaster.com). The tour is marketed nationally within Bassmaster and BASS Times magazines, online through web banner ads, via ePromos to the email list, and is promoted locally with event specific collateral.



Local Poster



ePromo



Print Ad



Banner Ad

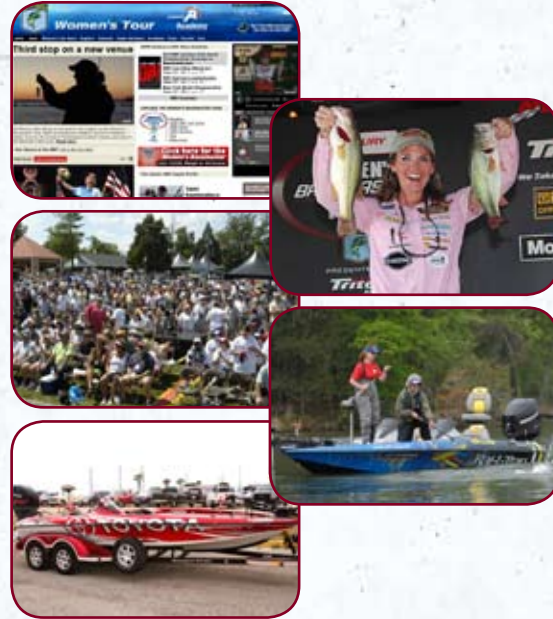


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## **“But what does this mean for my business?” You ask.**

Similar to other major league sports, sponsors play a vital role in the sport of bass fishing. The opportunities a WBT angler can provide for a sponsor range from visibility to and from the tournaments with logos prominently displayed on their jerseys and boats to verbal mentions on stage during the weigh-ins that are seen by many in person and live online at [bassmaster.com](http://bassmaster.com).



### **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:**

- On-site event exposure
- Internet exposure on Bassmaster.com
  - Bassmaster.com averages 4.7 million page views each month from 245,000 unique visitors
  - WBT weigh-ins are streamed live online each day of the tournament
- Placing sponsor logos on their apparel, boat and vehicle, ultimately creating miles and miles of impressions
- Mentioning sponsors when they cross the weigh-in stage
- Capturing sponsor logos in photographs or in written mentions within local and national media coverage of the tournament participants
- Driving traffic to sponsor's websites by posting logos on their own sites
- Appearing at corporate functions and/or industry shows and speaking on behalf of sponsors
- Providing incentive or sweepstakes opportunities for sponsors (i.e. win a day of fishing with...)
- Participating in "meet & greets" on behalf of the sponsor
- Creating trading cards that include sponsor logos and distribute them throughout the season
- National press coverage in newspapers and magazines across the country
  - Over 500,000 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 magazine has a total monthly audience of 3.6 million readers.
  - Editorial coverage in BASS Times 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