



BENEFITS OUTLINE & RECRUITMENT SELLING POINTS

By now you are aware that we've spent this 2009 announcing a dues increase for the BASS Federation Nation. This past January and February we shared detailed financial information with the state presidents. We also understand the importance of communicating the reasons behind a dues increase well in advance and not at the end of the year.

We realize any type of dues increase is difficult, but dues have never been commensurate with the cost of running the BFN. This only marks the 3rd dues increase since the BFN's inception and that's a pretty good track record when all things are considered.

When you speak with your members it's important to note that these decisions are never easy and the amount wasn't decided upon until after we shared very open and lengthy discussions with the state leadership. We settled on the most reasonable increase after taking all feedback and the economy into consideration.

Once you combine the BASS benefits to your state benefits, we feel like together these membership benefits are second to none.

Overview of what "ALL" members can receive as part of their membership can be found at: http://sports.espn.go.com/outdoors/bassmaster/federation/news/story?page=b_fed_nation_overview_brochure

Summary of Benefits:

- Use of BASS shield
- Youth programs collaborating with partners on local, state and national level
- Conservation voice for issues facing U.S. Sportsmen, locally, state, and national
- BASS Times Magazine = \$24
- BASS Insider = \$35
- \$1,000,000 General Liability Insurance Policy
- Eligible for Federation Nation Alliance if running Alliance Products
 - Awards from Triton, Mercury, Optima and MotorGuide
- Eligible for Skeeter/Yamaha boat & motor retail rebates
- Sponsor discounts, Berkley, BPS, Bass Tackle Depot
- Priority entry in the Marshal program
- Priority entry in BM Opens
 - Pros that attempt to enter after priority entries typically do not get in
- BFNC Champion earns berth to Bassmaster Elite Series
- BFNC qualifiers guaranteed slot in Opens if desired
- Six BMC Berths
- Eligibility at 1 of 6 BASS Federation Nation Divisional Competitions
- Eligibility for BASS Federation Nation Championship
- 6 Boats for Divi's = $\$34,000 \times 6 \text{ boats} + (1) \text{BFNC boat at } \$63,250 = \$267,250.00$
- BASS Stage & BASS Release Boat
- Multimedia exposure in BASS publications and Bassmaster.com
- BASS assistance identifying, applying for federal funding, policy watches and grants

Much of the membership doesn't realize all the opportunities provided through the state and national organizations. Once all the state and national benefits are combined together this program offers tremendous value at a relatively low cost.