Women’s Bassmaster Tour
Angler Sponsorship Presentation

WBT Pro Anglers Representing Your Brand!

May 31, 2006
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 – it’s a big business!

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.

Source: Today’s Angler: Values of our Traditional Pastime; American Sportfishing Association, 2002.
• The overall impact of angler expenditures would make sportfishing 32\textsuperscript{nd} on the Fortune 500 list of America’s largest companies – putting sportfishing above such global giants as

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 freshwater anglers in the U.S.), and they spend $29.5 billion every year on their sport.
- Approximately 26% of freshwater anglers are women!

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

• In fact, women hold 26% of all world record catches.
• 43% of all boaters are female.
  – Can you think of another sport with the same level playing field regardless of gender?

Bass Fishing?

• Yes! Bass fishing!
  – In the U.S. alone, there are 10.7 million bass anglers.
  – Bass fishing is the #1 choice among sportfishing anglers in the United States.
  – Each year, freshwater anglers spend a combined 160 million days on the water bass fishing.

Source: Today’s Angler: A Statistical Profile of America’s Angler; American Sportfishing Association, 2002.
Bass anglers purchase 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)
- Pick-ups/Campers/Motor Homes ($600.8M)
- Food, snacks & beverages ($588M)
- Lodging ($213M)
- Boat fuel ($196M)
- Bass Boats/Motors/Trailers ($45.5M)

Source: Today’s Angler: Values of our Traditional Pastime; American Sportfishing Association, 2002. Based on annual expenditures.
• Women account for 10% of all bass anglers in the U.S. – that’s just over **2 million women anglers**!
• Imagine the opportunities of increasing your brand awareness among 2 million avid consumers.
  – In a world dominated by endemic (fishing-related) sponsors, non-endemic product sponsors will stand out more prominently.
BASS: ESPN’s First Professional Sports League

• 5 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.

Women’s Bassmaster Tour

• Recognizing yet another opportunity to better serve female sports fans, in June 2005, BASS announced the creation of the Women’s Bassmaster Tour.
  - A 5-event series that debuted in April 2006, and will culminate at the Women’s Bassmaster Championship scheduled to take place February 2007 in Birmingham, AL.
Women’s Bassmaster Tour
Tournament Details

• The Women’s Bassmaster Tour events coincide with dates and locations of five CITGO Bassmaster ELITE Series events.

• The two tours fish separate but nearby waters.

• Final round weigh-ins on the WBT are held on the same stage as Bassmaster ELITE Series events.

• The WBT events will span 3 days – Thursdays through Saturdays.
  - The full field (100 boats) will fish on days 1 & 2, then only the top 6 anglers & co-anglers will fish day 3.
ESPN’s first professional fishing league for women will feature 6 events in 4 states, including the National Championship.

Venues provide excellent opportunity for on-site brand exposure.

Tour stops provide countless marketing opportunities at the grass roots level.
Angler Sponsorship Opportunities
- Reaching millions of consumers

• As a Sponsor of a WBT Angler, you will be associated with the most elite bass fishing organization in existence.

• A WBT Angler sponsorship provides potential recognition and endorsement to millions of fans / customers via:
  • Events
  • Television
  • Print
  • Internet
  • Highway Impressions
Angler Sponsor Exposure

• Anglers fishing the Women’s Bassmaster Tour have the ability to showcase sponsor logos on their truck and boat.

• Sponsor logos on tournament apparel also are an excellent branding opportunity.

• Whether through the pages of Bassmaster magazine, at a local tournament, on bassmaster.com or while on the road traveling, WBT anglers provide many brand exposure opportunities for your company.
Print Publications & Press Coverage

BASS Print Publications

- Each month, 3.9 million readers flip through the pages of Bassmaster magazine.
  - As a Sponsor of a WBT Angler, you will have the opportunity to be mentioned in articles about the WBT events.
- BASS Times publication will be seen by over 4.8 million readers annually.
  - Provides additional opportunities for mentions in articles covering the WBT events.

National Print Press Coverage

- YTD 2006, articles about The Women’s Bassmaster Tour have been circulated to over 2.4 million people across the country.

• BassCenter, ESPN’s only derivative of SportsCenter franchise, airs every Saturday morning on ESPN2.

• Coverage of the WBT is scheduled to be included as a part of BassCenter’s regular features*.
  – As a WBT Angler sponsor, you have the potential to be mentioned during coverage of the WBT.
  – BassCenter reaches an average of 132,400 avid fans each week.

*Note: As with any other content, BassCenter features are subject to change without prior notice.
Source: A.C. Nielsen.
So far this year, Bassmaster.com has enjoyed over 4.6 million page views!

As a Sponsor of a WBT Angler, you have the potential to be recognized as such in articles covering the WBT.
• 175,000+ BASS fans attended the 2005 CITGO Bassmaster Tournament Trail events, and attendance is expected to be even better in 2006!
  
  – There is no better way to reach thousands of fans than to have your logos featured on WBT anglers apparel, boat & truck – the sponsored angler essentially becomes a spokesperson for your brand.
Sponsoring a WBT Angler gives you the opportunity to associate your company’s brand next to other companies who are leaders in their field. Take a look at some other companies who are affiliated with the WBT...
• By sponsoring an Angler fishing the Women’s Bassmaster Tournament, you will have the following brand exposure opportunities:
  – Potential mentions in the pages of Bassmaster and BASS Times magazines.
  – Potential television impressions during WBT Tournaments on BassCenter via logos on Angler apparel.
  – Potential brand mentions in Internet articles about WBT Anglers.
  – Potential mentions as an Angler sponsor in national newspapers and magazines throughout the U.S.

Note: Amount of angler / sponsor exposure varies and is not guaranteed.
Articles and stories about the Women’s Bassmaster Tour are found in newspapers and magazines throughout the country.

BassCenter on ESPN2 features coverage about the WBT tournaments.

Thousands of fans come out to the tournaments to see their favorite pros and to see what products they are representing.

Sponsoring a WBT Angler gives you the ability to take advantage of all of these opportunities and increase your brand awareness among bass fans nationwide.