



# WESLEY STRADER

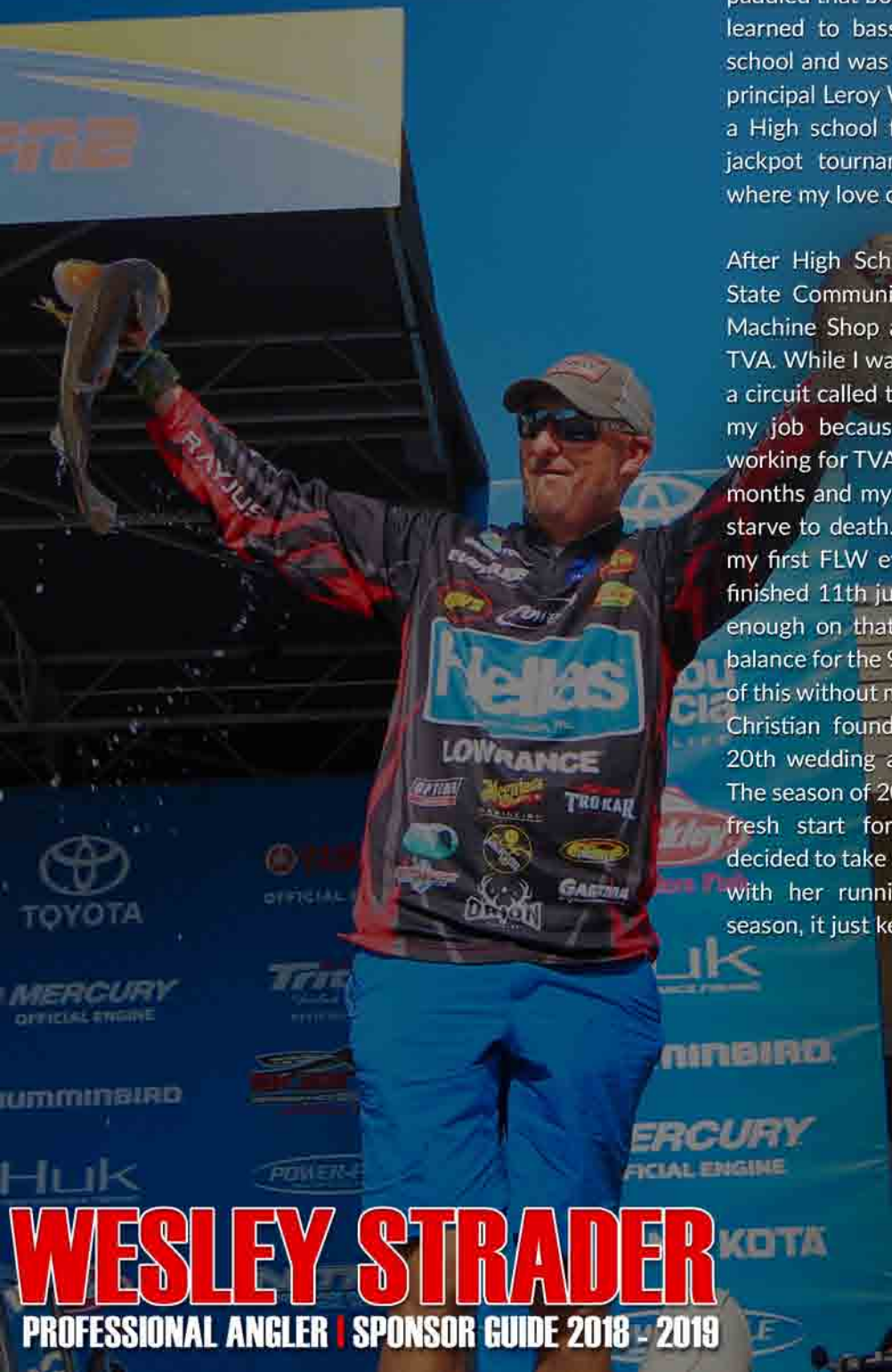
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grew up in the Eagle Furnace community of Rockwood, TN. I have always been fascinated with fish and have been chasing them as long as I can remember. I can remember dad making crank baits and putting them in egg cartons to store them and as a young child, every time I would go to the grocery store, I would stand at the eggs and say "fish". I remember going to my grandmother's house and making hooks out of needles and using sewing yarn as line to catch minnows out of the creek. Living near Watts Bar Lake, I fished out of a 14ft jon boat until I was 16. My brother and I paddled that boat all over that cove. This is where I learned to bass fish. I went to Rockwood High school and was the president of the bass club. My principal Leroy Wilson was the first person to start a High school fishing club. I started fishing little jackpot tournaments on Watts Bar and that is where my love of Tournament fishing began.

After High School graduation, I attended Roane State Community College. I went to work for a Machine Shop and then worked as a lineman for TVA. While I was working for TVA I fished BFL and a circuit called the Hungry Fisherman Series. I quit my job because of a near fatal accident while working for TVA. I had only been married for a few months and my wife Stephanie thought we would starve to death. God had a different plan! I fished my first FLW event in 1997 on Kentucky Lake. I finished 11th just missing the cut by 3 oz. I made enough on that event to pay my deposits and 1 balance for the 98' season. I couldn't have done any of this without my mother and father and my strong Christian foundation. Here it is approaching my 20th wedding anniversary and 17 years on Tour. The season of 2015 came with many changes and a fresh start for StraderFishing. My wife and I decided to take StraderFishing to a whole new level with her running the business part. With this season, it just keeps getting better.



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## STATS

Career Earnings: \$1.8 Million

Years Pro: 20

Total Events: 309

Top 10 Finishes: 50

Tourney Wins: 4

## GREATEST HITS

1st Place: 2002 FLW Tour - Lake Ouachita

4x2nd Place - FLW Everstarts (2001-2003)

2003 Everstart SE Div. Angler of the Year

2nd Place - 2007 FLW Tour - Lake Okeechobee

2nd Place - 2010 FLW Tour - Lake Chickamauga

2nd Place - 2013 BASS Open - Red River

2nd Place - 2013 FLW Tour - Lake Chickamauga

3rd Place - 2013 PAA - Fort Loudon

3rd Place - 2015 FLW Tour - Lake Toho

4th Place - 2015 FLW Tour - Lake Eufala

15 FLW Cup Appearances

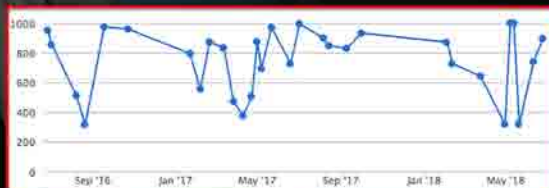
Multiple Bassmaster Classic Qualifier

1st Place - 2016 BASS Open - Kissimmee

1st Place - 2018 BASS Elite - Kentucky Lake

1st Place - 2018 BASS Open - Lake Norman

## FOR THE RECORD



**56%** in the top 50

**24%** in the top 20

**13%** in the top 10

[stats compiled by BassRankings.com 2018]

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# SPONSORS



## ROSTER



LOWRANCE



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BATTERIES

reins



GAMMA  
MOLECULARLY ALTERED LINES



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# R.O.I.

## LET ME SHARE THIS WITH YOU

- Over 7 Million Boat and Truck wrap impressions
- Retail Appearances and local event locations.
- Live Streamed video from each weigh-in.
- Over 600,000 per event.
- Social Media posts on multiple Platforms.
- Over 50,000 Social Network followers.
- Charity, School, and Church appearances annually.
- Numerous BASS Meet the Pro and other Publicity Events.
- Fishing Trips for Clients, Associates, & Employees. (Incentives)
- Corporate Speaking Engagements or Private Seminars.
- Product Demos & Reviews produced by our Marketing team.

# IN RETURN

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## BY THE NUMBERS

- Fishing is the #1 Participatory sport in the US
- Over 55 Million Americans go fishing Annually
- Fishing Events provide a Fan & Family rich Environment
- Large Audience with Discretionary Income
- Americans Average 925 Million Fishing trips a Year
- Americans Annually Spend an Average of 20.4 Days on the Water
- 84% of Americans who Fish, participate in other outdoor Activities
- Adults with kids in their household participate at a significantly higher rate than those without kids
- According to the American Sportfishing Association, more Americans Fish than play Golf & Tennis Combined!

# FISHING FACTS

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## JOIN US ON TOUR



- The B.A.S.S. website, Bassmaster.com is the dedicated home for all things B.A.S.S. and bass fishing. The website recorded more than 245 million page views in 2017, with a monthly average of 1 million unique visitors. Video plays were over 7 million in 2017.
- In the 2017 season, LIVE programming from the Bassmaster Classic, the Elite Series and the Classic Bracket event had 2.9 million video views, a 76 percent increase over the previous year, generating 85 million minutes of viewing, a growth of 65 percent over the prior year.
- Trending UP! First event of 2018 set a new record of 316,000 video views, which is a 34 percent increase over the Elite No. 1 in 2017, and it recorded 7.4 million minutes viewed.



- Major League Fishing continues to increase its audience delivery on Outdoor Channel as it gained +8 percent increase in households and +22 percent increase among Men 25-54 from one year ago.
- Major League Fishing delivered seven of the top 10 telecasts on the network and was World Fishing Network's top-rated telecast for 11 straight weeks during the 1st quarter of 2018.
- World Fishing Network is North America's only television network, online and mobile platform dedicated exclusively to fishing and outdoor enthusiasts with programming that covers instruction, tips, tournaments, travel, food, boating, outdoor lifestyle and more.

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ALONG THE TRAIL





**Let's Talk.** Please contact Team Strader today to see what's possible.  
wesleystrader@gmail.com | (865)-617-1637 | visit WesleyStraderFishing.com

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