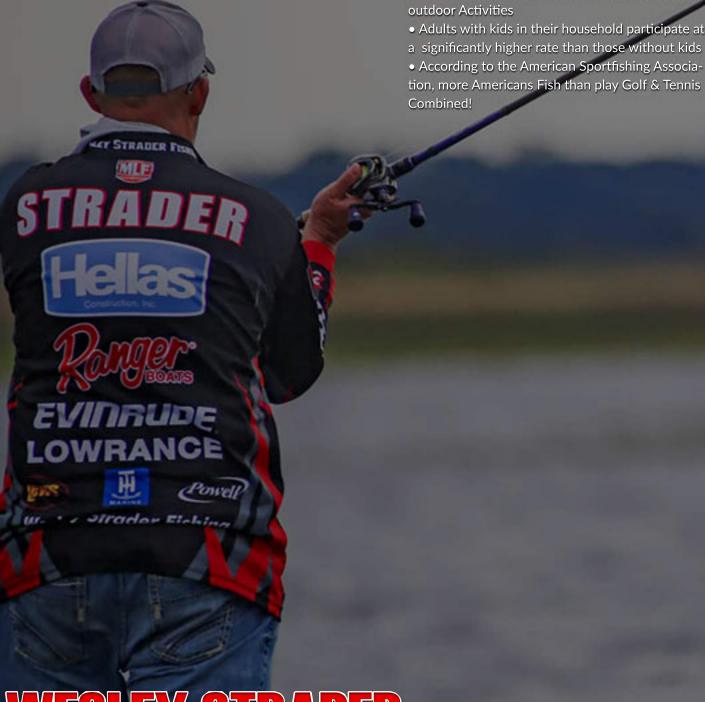




- Fishing is the #1 Partcipatory sport in the US
- Over 55 Million Americans go fishing Annually
- Fishing Events provide a Fan & Family rich Environment
- Large Audience with Discretionary Income
- Americans Average 925 Million Fishing trips a Year
- Americans Annually Spend an Average of 20.4 Days on the Water
- 84% of Americans who Fish, participate in other
- Adults with kids in their household participate at
- tion, more Americans Fish than play Golf & Tennis



PROFESSIONAL ANGLER | SPONSOR GUIDE 2018 - 2019





• B.A.S.S. has the most robust digital platforms in the fishing industry with 1.7 million social media followers as well as more than 23 million visits and a monthly average of 825,000 unique visitors to Bassmaster.com. Video views on B.A.S.S. social channels approached 40 million in 2019, while Bassmaster.com had 7 million video views.



• Major League Fishing launched the Bass Pro Tour in January 2019 featuring an innovative catch-weigh-immediately-release format with cumulative, real-time scoring that appeals to mainstream sports fans and avid anglers alike. MLF completed the 2019 season with over 111 million minutes of live stream watched by an average of 270,000 unique visitors over nine events. After the first three Stages of the 2020 Bass Pro Tour, MLF averages 471,698 unique visitors and 48 million minutes streamed with 9 million livestream minutes viewed. Social media impressions are also up with over 3 million impressions.



• FLW is the premier tournament fishing organization that provides unparalleled fishing resources and entertainment to our anglers, sponsors, fans and host communities. Through a variety of platforms including tournaments, expos, international media and creative marketing strategies, FLW is committed to providing a lifestyle experience that is the best in fishing, on and off the water. With viewership of over 100k per day, thousands of fans get engaged, commenting and interacting, as the action unfolds on FLWFishing.com, YouTube, and Facebook.

WESLEY STRADER

PROFESSIONAL ANGLER SPONSOR GUIDE 2020 - 2022

