



WESLEY STRADER

PROFESSIONAL ANGLER | SPONSOR GUIDE 2018 - 2019





I 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 25th wedding anniversary and over 20 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 Winnings: \$2,032,000

Hometown: Spring City, TN

Years Pro: 25

Top 10 Finishes: 53

Top 20 Finishes: 62

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

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CAREER



ROSTER



SPONSORS

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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



- 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.

ALONG THE TRAIL

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Let's Talk. Please contact Team Strader today to see what's possible.
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