

2011 BoatUS Collegiate Bass Fishing Championship

Association of Collegiate Anglers



COLLEGIATE BASS FISHING

CHAMPIONSHIP

VERSUS 

Series



VERSUS

Versus now part of the NBC Sports Group

Introduction

College Bass Fishing is one of the hottest sporting events in the nation right now with over 150 colleges and universities nationwide having recognized fishing clubs. The inaugural 2006 *BoatUS Collegiate Bass Fishing Championship* featured a field of 46 teams from 24 schools and at that time it was the largest competitive collegiate bass fishing event ever held. Those records for participation have been broken every year since then to include the 2010 event which had over 160 teams from over 90 schools registered.

2011 will once again feature the *BoatUS Collegiate Bass Fishing Championship* at Lake Lewisville, Texas along with the new *Big Bass Bash presented by HydroWave* which will be held on Lake Pickwick, Alabama, and the *Collegiate Bass Fishing Open presented by Pepsi* which will be held on Kentucky Lake. In addition to these three major events, there will be smaller regional events that will be sanctioned and supported by the Association of Collegiate Anglers.

This is a unique opportunity to benefit from the fastest growing and largest competitive collegiate fishing series in the world! For 2011 there will be over 15 hours of televised coverage on Versus, now part of the NBC Sports Group, comprehensive internet support via the collegiatebasschampionship.com website, on-site event branding across the nation, contingency and discount programs for the college anglers along with scholarship opportunities for all involved.



The Championship Series

BoatUS Collegiate Bass Fishing Championship Series

Benefits of the Series include:

- ⇒ Filling the tournament gap for college age anglers
- ⇒ Providing better structure and organization for competitive collegiate fishing
- ⇒ Fulfilling the desires of student anglers to compete
- ⇒ Promoting safe boating
- ⇒ Creating scholarship opportunities for student anglers
- ⇒ Promoting conservation of resources



Sanctioned by...

Association of Collegiate Anglers

Organization is critical to achieving long-term, sustained growth within collegiate angling, thus the Association of Collegiate Anglers was established to:

- ⇒ Assist collegiate anglers with forming institutionally recognized fishing clubs
- ⇒ Serve as a sanctioning body
- ⇒ Provide a unified voice for collegiate anglers
- ⇒ Provide benefits for school fishing clubs, including liability insurance, discount purchasing opportunities, additional tournament opportunities



Collegiate Fishing Events

The BoatUS Collegiate Bass Fishing Championship Series organizes and produces several key events each year...

The BoatUS Championship

⇒ The largest collegiate bass fishing event for each of the past 5 years.

The Open Presented By Pepsi

⇒ Created in 2009 to expand opportunities for collegiate anglers to compete, this event utilizes a unique team format.

Big Bass Bash Presented by HydroWave

⇒ Debuting in 2011, this event will provide collegiate anglers the opportunity to compete in a very unique format; providing hourly big bass and overall total weight awards.



Growing & Growing....

Let's look at the numbers — when the inaugural event was held in 2006, tournament organizers and supporters were starting from scratch and hoping for a reasonable turnout....here is how the numbers for participation in the BoatUS Collegiate Bass Fishing Championship event have multiplied over the first five years:

<i>Number of....</i>	2006	2007	2008	2009	2010
Teams Registered	47	83	97	140	165
Anglers Registered	92	166	192	280	328
Schools Represented	22	48	51	71	94



The BoatUS Championship

With record numbers of collegiate anglers participating, the BoatUS Championship event features:

- Scholarships for top finishing schools
- 150 2-person teams from schools nationwide allowed to compete
- No entry fee — travel allowance provided
- Full-time students active in a college recognized fishing club
- Extensive television coverage of the event on Versus
- Website exposure and event coverage at www.CollegiateBassChampionship.com
- Press releases to over 1,500 media outlets nationwide throughout the year
- E-mail blasts to complete collegiate angler contact list
- Sponsor incentive programs providing additional scholarships and merchandise awards
- Sanctioned by Association of Collegiate Anglers and The Bass Federation



VERSUS

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NBC Sports Group*



National Champions

Past and current national champions represent colleges from across the nation and proudly take their trophy, scholarships, and bragging rights back to their schools!



2010
University of Georgia



2009
Murray State University



2006
University of North Carolina



2008
University of Arkansas



2007
Texas A&M University

The Open Presented By Pepsi

This unique team format event features:

- Combined team weight format over two days of fishing
- No limit on the number of schools or anglers allowed to compete
- Full-time students active in a college recognized fishing club
- Extensive television coverage of the event on Versus
- Scholarships and prizes for top finishing schools
- No entry fee
- Website exposure and event coverage at www.CollegiateBassChampionship.com
- Press releases to over 1,500 media outlets nationwide throughout the year
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Big Bass Bash Presented By HydroWave

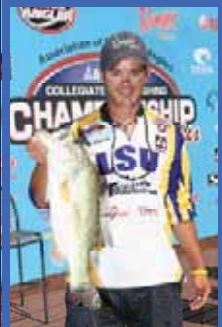
This unique big bass / total weight format event features:

- Awards for hourly big bass and total weight over two days of fishing
- No limit on the number of schools or anglers allowed to compete
- Full-time students active in a college recognized fishing club
- Extensive television coverage of the event on Versus
- Scholarships and prizes for top finishing schools
- No entry fee
- Website exposure and event coverage at www.CollegiateBassChampionship.com
- Press releases to over 1,500 media outlets nationwide throughout the year
- E-mail blasts to complete collegiate angler contact list
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Additional Sanctioned Events

The BoatUS Collegiate Bass Fishing Championship Series also supports collegiate tournaments organized by college fishing clubs, by providing promotional support, prizes, and event coverage through the website, eBlasts, press releases to media outlets, and social networks. Some of these events receiving support include:

- Stephen F. Austin Invitational
- Southern Collegiate Bass Fishing Championship Series
- Tennessee Collegiate Bass Fishing Trail
- Florida Collegiate Bass Series
- Murray State University Invitational
- Arklahoma Cup
- UT-Chattanooga Fall Invitational
- Texas Collegiate Bass Championship



Media Exposure

Collegiate fishing is a hot topic! As the sport continues to grow, media outlets continue to provide extensive coverage through newspapers, radio, magazines, websites and social networking sites.

The New York Times



Boating World



Fishing World



Professional Anglers Association



Our Current Partners

The explosive growth of the BoatUS Collegiate Bass Fishing Championship Series is due to the incredible support of dedicated partners throughout the past five years. The list of partners who share this common passion and vision continues to grow.



Sponsorship Opportunities

Title Sponsorship

- ⇒ Product Exclusivity and show/event named after company
- ⇒ Show open would prominently display and showcase company name and logo
- ⇒ Commercials & Billboards in every episode airing on all networks
- ⇒ In-show vignettes to showcase products and/or services
- ⇒ Year round contingency and incentive awards for anglers
- ⇒ Eblasts to college contacts for direct and follow-up marketing
- ⇒ Logo included prominently on weigh-in backdrop banner
- ⇒ Numerous banners displayed at all events
- ⇒ Display space at Championship even
- ⇒ Internet Banner Ads on show website.
- ⇒ All shows are streamed on internet at show website and can be linked to and from company website
- ⇒ All clips from show would be forwarded for usage as desired by sponsor
- ⇒ Social media ties to show on social media sites
- ⇒ Production of a thirty-second spot if needed.

Presenting Sponsorship

- ⇒ Product Exclusivity
- ⇒ Commercials & Billboards in every episode airing on all networks.
- ⇒ In-show vignettes to showcase products and/or services
- ⇒ Year round contingency and incentive awards for anglers
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- ⇒ Production of a thirty-second spot if needed.

Get Acquainted Sponsorship

- ⇒ Production of one in-show vignette to showcase products and/or services.
- ⇒ Includes billboard and logo usage within feature
- ⇒ All footage is property of sponsor if they need it for other usage.
- ⇒ Includes placement of feature on show websites as well as social media sites
- ⇒ Logo included prominently on weigh-in backdrop banner
- ⇒ Numerous banners displayed at all events
- ⇒ Display space at Championship even
- ⇒ Internet Banner Ads on show website.
- ⇒ All shows are streamed on internet at show website and can be linked to and from company website
- ⇒ All clips from show would be forwarded for usage as desired by sponsor
- ⇒ Social media ties to show on social media sites
- ⇒ Commercial Production at a discounted rate if needed. (\$1,500.00)

** Custom sponsorship packages available to fit any need and budget **

Viewership Information

BoatUS Collegiate Bass Fishing Championship Series

- Airs on the Versus network, now part of the NBC Sports Group, and is cleared to 75 million households weekly
- For historical purposes, in 2010, according to Nielsen's ratings, the program delivered a weekly average of 255,000 households for an average weekly viewership of 382,500 persons on the Versus network alone
- In addition to the Versus airings, the *BoatUS Collegiate Bass Fishing Championship Series* is seen twice weekly on Time Warner/Texas Channel (1.5 million household reach) and up three times weekly on the World Fishing Network (9 million household reach)
- It is estimated that these 5 additional airings per week, as well as internet streaming of programs, delivered an additional 75,000 households for a total 112,500 additional viewers in 2010 per week — thus delivering an average of 330,000 households per week and a weekly total of 495,000 viewers
- Weekly projections for 2011-2012 *BoatUS Collegiate Bass Fishing Championship Series*:
 - ⇒ 350,000 households
 - ⇒ 525,500 viewers



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