

ASSOCIATION OF COLLEGIATE ANGLERS

*Cabela's*

**COLLEGIATE  
BASS FISHING**

 **BoatU.S.**

TOURNAMENT SERIES

2015 MEDIA KIT



# WHAT IS COLLEGIATE BASS FISHING?



- CONTINUES TO BE ONE OF THE FASTEST GROWING DIVISIONS IN THE OUTDOOR INDUSTRY
  - The ACA is responding to new program inquiries daily
  - Constantly growing roster of teams and schools
  - Several thousand impressionable young men and women in college fishing clubs nationwide
- ONE OF THE FASTEST GROWING COLLEGIATE CLUB SPORTS
  - Over 300 schools now have teams competing at the national level
  - Some schools have over 100 anglers on their active roster
  - New school clubs added every month
- THE ASSOCIATION OF COLLEGIATE ANGLERS, PART OF THE CABELA'S COLLEGIATE BASS FISHING SERIES™, WAS DESIGNED TO MANAGE LONG-TERM SUSTAINED GROWTH WITHIN COLLEGIATE FISHING VIA NUMEROUS PROGRAMS:
  - Assistance with forming institutionally recognized clubs
  - Serving as a sanctioning body and resource for clubs
  - Providing a unified voice for college anglers
  - Providing benefits for school clubs, including: liability insurance, discount purchase programs, no entry fee tournament opportunities, media exposure, and more



# COLLEGIATE BASS FISHING EVENTS



## COLLEGIATE BASS FISHING OPEN PRESENTED BY CABELA'S

- A unique, two-day team format created in 2009
- No limit on the number of teams allowed to compete

## COLLEGIATE BASS DARDANELLE DERBY

- Newest event in college fishing, first held in 2015 at Lake Texoma
- Will feature a brand new format in 2016, not yet seen in any other tournament

## THE CABELA'S COLLEGIATE BIG BASS BASH PRESENTED BY BERKLEY

- Overall weight awards and hourly big bass awards
- No limit on the number of teams allowed to compete

## BOATUS COLLEGIATE BASS FISHING CHAMPIONSHIP PRESENTED BY CABELA'S

- Longest running collegiate bass fishing event to date
- Widely regarded as the largest college fishing event in the nation

All events also feature nationally broadcasted coverage on NBC Sports Network, the Pursuit Channel, FOX Sports, WFN, and Time Warner Cable SportsChannel, press releases to 1,500+ media outlets, E-blasts to college anglers, industry leaders, scholarships for top finishers, sponsor incentive programs, online exposure including social media support and coverage at [www.CollegiateBassChampionship.com](http://www.CollegiateBassChampionship.com).



# ON-SITE ACTIVATION



At every Collegiate Bass Fishing Series™ event, sponsors are able to interact with the anglers – including booth space to display products and meet & greet the anglers, banners on-site at weigh-in, rotating logo on the weigh-in stage, the ability to offer discount and contingency programs to the anglers, a logo in every E-Blast sent to collegiate anglers, and much more!



# 10TH YEAR ANNIVERSARY



The 10th Anniversary BoatUS Collegiate Bass Fishing Championship presented by Cabela's featured teams who qualified to compete from over 25 states and two countries. The week-long celebration of the 10th Anniversary included events such as Yamaha Angler Appreciation Night, a Flip, Pitch, & Cast competition for big cash and prizes, meet and greets with some of the industry's top professionals, free demo rides in Yamaha powered Ranger Boats, the Registration Banquet in which each angler received hundreds of dollars in product, guest appearances from Ranger Boats' founder Forrest Wood and Hank Parker, free meals provided to the anglers during the tournament day and after each weigh-in, and over \$30,000 in cash and prizes paid out down to 26th place – making this event one of the most successful of its kind!



# GROWING & GROWING



Let's look at the numbers: When the inaugural Collegiate Bass Fishing Championship event was held in 2006 – which was also the first collegiate bass fishing tournament ever – tournament organizers and supporters were hoping for a reasonable turnout. That first year brought together 47 teams, made up of 92 anglers, from 22 different schools. Everyone was ecstatic and the growth began.

Over the next few years, participation from collegiate anglers grew so much, that the Series expanded to multiple events each season, and the Championship event had such a large following that a maximum cap of 200 teams along with qualification requirements had to be instated. Not only has there been growth in the number of collegiate bass anglers and recognized fishing clubs, but there has been growth in sponsors supporting this growing sector, schools giving scholarships to fish, collegiate anglers owning boats, collegiate anglers entering the fishing industry in some aspect after graduation, and more.

Tackle Consumers

300+ Clubs

20,000+ Collegiate Anglers

Scholarships

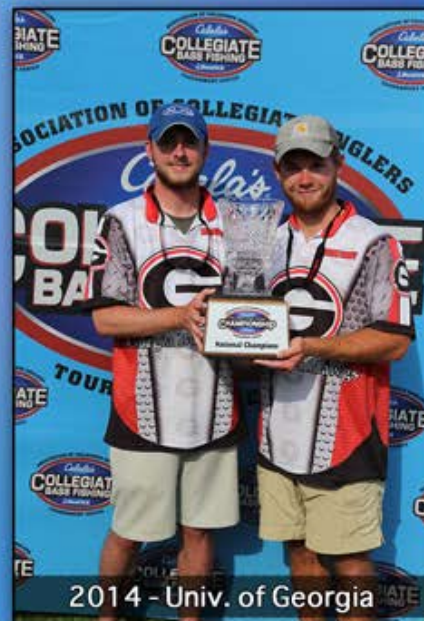
Boat Owners

Industry Jobs

# NATIONAL CHAMPIONS



2015 - Northern Kentucky University



2014 - Univ. of Georgia



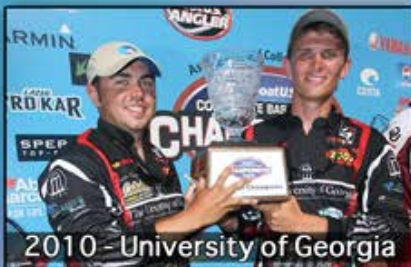
2013 - Bethel University



2012 - North Carolina State



2011 - Univ. of Central Florida



2010 - University of Georgia



2009 - Murray State



2008 - University of Arkansas



2007 - Texas A&M University



2006 - North Carolina State

# CABELA'S SCHOOL OF THE YEAR



The Association of Collegiate Anglers created the most comprehensive Cabela's School of the Year program around to both rank and reward collegiate fishing teams based on their performance in the Cabela's Collegiate Bass Fishing Series™, B.A.S.S., FLW, and select school-hosted events.

This program offers college anglers the chance to compete at the highest level in over forty collegiate fishing events each year! In order for a school to win the prestigious Cabela's School of the Year title, schools have to perform at their very best all year round, and not just one event—this brings a whole new level to collegiate bass fishing that benefits anglers and sponsors alike.



2015 - University of North Alabama



2014 - University of North Alabama



2013 - University of Louisiana-Monroe



2012 - Arkansas Tech University



# MEDIA EXPOSURE



The Collegiate Bass Fishing Series™ airs on NBC Sports Network, the Pursuit Channel, FOX Sports, WFN, and Time Warner Cable SportsChannel, and various other national and regional networks throughout the year.

Additionally, there is extensive coverage of the series in newspapers, radio, magazines, website, and social media.



Fishing and Boating World



Bass Resource



BassFan.com

NY Times



Outdoor Hub



Wired2Fish.com



PR Web

# SCHOOL-RUN & CLUB-ORGANIZED EVENTS



The Cabela's Collegiate Bass Fishing Series™ also supports collegiate tournaments organized by college fishing clubs by providing promotional support, prizes, and event coverage through the collegiate bass website, E-blasts, press releases to media outlets, and social networks.

Some of the events receiving support include:

- Okie Challenge Series
- GSU Wackem Baits Trail
- Murray State Invitational
- McKendree University Fall & Spring Invitationals
- Tennessee Collegiate Bass Fishing Trail
- Arkansas Collegiate Series
- NWMSU Bearcat Open
- Longhorn Invitational
- Michigan Collegiate Bass Circuit



# SOCIAL MEDIA



**Industry News**  
Share and post new announcements and products from our sponsors.

**Promotions**  
Attract viewers' attention with promotions targeted to the outdoor audience.

**Giveaways**  
Promote regular product giveaways and sponsor-driven initiatives.

**Live Updates**  
Photos and info straight from the field, featuring real application of sponsor products.

**Video Clips**  
Updated regularly with new video clips of fishing tips, sponsor features, and full shows.



**Launch Initiatives**  
Assistance provided to companies for product launches, featuring support from both video and internet media.



# WEBSITE



The Collegiate Bass Fishing Series™ website is updated daily with college bass fishing news, product release information, video clips, sponsor discount programs, contingency programs, event results, Cabela's School of the Year rankings, and more!



# E-NEWSLETTER



The Collegiate Bass Fishing Series™ sends a bi-weekly E-newsletter to industry professionals and an extensive list of collegiate anglers. This widely read E-newsletter includes the latest in college bass fishing news, sponsor giveaways, highlights from events, features of sponsor products and services, video clips, and more!



**JOIN OUR E-MAIL LIST  
TO STAY UP-TO-DATE ON THE LATEST NEWS**

# SPONSORSHIPS



## Sponsorships Presenting Sponsorships Get Acquainted Sponsorships

### Sponsorship Package Options Include:

- Naming rights to events or functions
- Commercial airings
- In-show features within television series
- Social media promotions
- Billboards within television series
- Discount programs
- Website banner ads
- On-site activation
- Management of contingency programs
- Access to collegiate anglers via E-blasts
- Logo included prominently on weigh-in backdrop banner
- Additional banners displayed at every event
- Display space at Championship event
- All shows streamed online for 24/7 viewing
- Sponsor logo and link back to sponsor website
- Rights to use footage from shows, as needed
- Commercial production, as needed



# CURRENT PARTNERS



Catch More Fish.



Arctic Ice



RESPECT THE ELEMENTS



SWIFT. SILENT. SECURE.



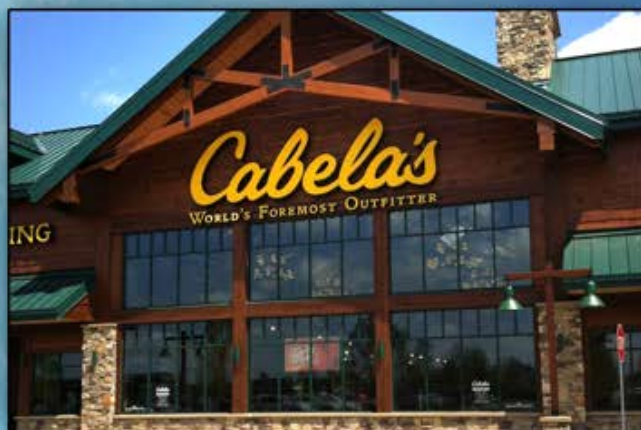
# INDUSTRY REFERENCES



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