

KMART® BASSMASTER® TOP 150

Sponsorship Proposal

Prepared For

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by

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HISTORY OF BASS

The Bass Anglers Sportsman Society has grown from a tournament organization conducting its first event in 1967 into a multifaceted business operation. With more than 600,000 members and 2,800 local chapters, B.A.S.S. is the world's largest fishing organization.

The first B.A.S.S. tournament in 1967 was organized with the idea of gaining recognition for the sport of bass fishing, fostering a respect for the resource, and establishing a set of "heroes" for fishermen throughout America. To attract media coverage and maintain interest the B.A.S.S. Tournament Trail successfully incorporated money, prestige, and honesty as a format for future growth.

The outgrowth of the Society from the tournament trail was due to a need for maintaining contact with and allegiance from tournament fishermen. The first B.A.S.S. member was acquired in January, 1968, and the first Bassmaster Magazine was distributed to 550 fishermen in Spring, 1968.

In 30 years, B.A.S.S. has become one of the nation's leading publishers and multi-media companies in the outdoor field. The combined circulation of the company's magazines exceeds one million subscribers and six million readers. In addition, the company's television program (thirty-nine weeks) reaches nearly 43,000,000 million households each year. The 1997 season will feature programs for 39 weeks in the year and is expected to have 67,600,000 household impressions.

Today, B.A.S.S. enjoys a unique position in the outdoor market and its dominance can best be understood when related to a proprietary product. No other tournament organization offers similar benefits of mass media reach and core market impact to its sponsors and host sites.

MARKET POSITION

The Bass Anglers Sportsman Society of America, Inc., is the world's largest fishing organization. B.A.S.S. is recognized as the leader in the bass fishing industry and the voice of America's largest outdoor participation group — fishermen.

Each year more than 64,000,000 Americans go fishing. According to the Department of Interior's records, fishermen expend more than 858,000,000 days fishing annually. Although these figures are impressive, the overall adjusted growth of fishing and related industries in the last ten years has basically been flat. Fishing license and tackle sales reflect this static marketplace.

However, bass fishing as an integral part of this marketplace has enjoyed phenomenal growth. During the last ten years, a virtual product revolution in tackle and boats has taken place in the United States as manufacturers recognized the potential of the bass fishing market. Today, the black bass is America's number one gamefish. (Department of Interior studies estimate more than 30,000,000 Americans enjoy bass fishing.) Bass fishing and its growth can be attributed to the following facts:

1. **Universality** — Bass are found in every state except Alaska and many foreign countries.
2. **Environment** — While many fish habitats such as trout streams have been declining, bass fishing waters have been increasing. Water projects throughout the United States provide a natural habitat for bass.
3. **Research and Management** — At one time virtually no money was being devoted to bass research and management techniques. Today, due to bass fishing's popularity, fishery biologists and conservation departments are working to enhance and improve the bass fishing environment.
4. **Recognition** — Only a few years ago, bass in many areas of the country were considered "trash" fish. Widespread publicity for the sport and the acceptance of bass as a sportfish have attracted millions of followers into the bass fishing universe.

SPECTATOR SPORTS COMPARISON

<u>RANK</u>	<u>SPORT</u>	<u>TOTAL PARTICIPATION</u>
	FISHING	64 MILLION
1	Auto Racing	51 Million
2	Thoroughbred Racing	50 Million
3	Major League Baseball	44 Million
4	College Football	36 Million
5	College Basketball	31 Million
6	Harness Racing	27 Million
7	Greyhound Racing	21 Million
8	NFL Football	14 Million
9	Minor League Baseball	12 Million
10	Pro Soccer	11 Million
11	NHL Hockey	11 Million
12	NBA Basketball	10 Million

Source: Statistics compiled by U.S. News & World Report from clubs and leagues.

BASS FISHING — Freshwater bass is America's number 1 gamefish. Bass are found in many foreign countries and every state except Alaska.

<u>SPECIES</u>	<u>NUMBER PARTICIPANTS</u>
Bass	30 Million
Panfish (all species)	18 Million
Catfish	13 Million
Trout	10 Million
Walleye & Sauger	4 Million
Saltwater (all species)	12 Million

Source: U.S. Department of Interior

BASSMASTER TOURNAMENT TRAIL

B.A.S.S. sanctioned tournaments range from "grassroots" events among local chapter members to a super media event — The BASS MASTERS CLASSIC. "The Road to the Classic" has built-in year-round continuity providing sponsors with exposure and involvement throughout the year.

Participation by sponsors may range from building local community involvement between distributors and events to national retail promotions using the appeal of fishing as a merchandising format.

Pro-Trail

6 Top 150's

12 Invitationals

1 MegaBucks

1 BASS Masters Classic

Chapter Network

B.A.S.S. Federation
National Championship

5 Divisionals

48 State Tournaments*
(minimum)

2,800 Local Chapters with
multi tournaments

*Some large membership states are divided into regions and conduct regional tournaments to qualify a state team for its respective division.

BASSMASTER Tournament Trail — \$5,000,000 CIRCUIT

BASSMASTER TOURNAMENTS — Tournaments, the foundation of B.A.S.S. continue to bring recognition to the sport of bass fishing. On the 1997-1998 BASSMASTER Tournament Trail, more than 5 million dollars in prizes and awards will be shared by fisherman contestants. Each year B.A.S.S. conducts the following:

- A. **BASS MASTERS CLASSIC**: The undisputed "zenith" of fishing events, the BASS MASTERS CLASSIC is comprised of the top 35 fishermen determined in the qualifying series and the five regional federation representatives. This no entry fee tournament is underwritten by participating companies who share the massive reach and publicity of the event. A working press corps representing various media across the nation are invited to attend and participate in the event at B.A.S.S. expense. The credibility and publicity associated with the Classic are unparalleled, affording Classic sponsors the "Good House-Keeping Seal of Approval of Fishing."
- B. **KMART BASSMASTER MEGABUCKS TOURNAMENT**: The largest single B.A.S.S. tournament payout is the MegaBucks purse of \$517,000. The tournament concept embraces several exciting innovative ideas to increase the public's awareness and continued interest. For example, after an elimination process the top ten boaters compete the last two days on a confined body of water laid out into a ten hole fishing course. Fishermen pay \$2,000 for a boater slot and \$400 for a non-boater slot and the field is limited to 150 boaters and 150 non-boaters. The boater division is also a qualifying event for the Bass Masters Classic.
- C. **KMART BASSMASTER TOP 150 TOURNAMENT**: This series of six events is comprised of competitive fishing's best and commands the recognition and following of both the media and America's fishing fans. All Top 150 tournaments are structured on a pro-am concept consisting of 150 pros and 150 amateurs. The pros have to qualify from the previous years to compete and the amateurs are randomly drawn from entries nationwide.

- D. **BASSMASTER Invitationals:** Starting with the 1997-98 tournament season, twelve qualifying tournaments will be conducted annually by B.A.S.S. Using a point system based on pounds caught and fish weighed in alive fishermen are awarded prizes and accumulate Classic points throughout the year. Fishermen pay \$600 per tournament. Full field of 300 men per tournament.
- E. **B.A.S.S. Chapter Championship:** Each of the forty-eight federated states conducts local and statewide tournaments to determine a team to represent their respective states in the B.A.S.S. Chapter Divisional Championship. The top point scorer on each of the five winning teams qualifies for the BASS MASTERS CLASSIC.

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KMART BASSMASTER TOP 150 TOURNAMENT

The Event:

The Top 150 Tournament is an exciting concept to tournament angling. A "pro" is paired with an amateur each day of the tournament. The "pro" division is pulled from the rankings of competitors on the Bassmaster Tournament Trail and invitations to participate are extended to the top 150 anglers. During the Top 150 competition the "pro" has complete control of the boat and water to be fished. The total payout to the pro division is \$343,700.00. First place payout in pro division is \$100,000 in cash and awards.

The "amateur" (non-boater) is open to any member of B.A.S.S. The amateur is restricted to fishing from the rear of the boat only and compete among themselves for a share of \$71,000 in prize money.

The Participants:

300 man field made up of 150 pros and 150 amateurs.

A \$1,500 pro entry fee and \$400 fee for amateurs.

Exposure:

Sponsors receive coverage via

- a) Local, regional and national media coverage
- b) B.A.S.S. Publications editorial coverage
- c) On-site banners displayed at weigh-in area.
- d) Possible B.A.S.S. television series coverage of weigh-in and competition.
- e) Spectators drawn to site

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KMART BASSMASTER TOP 150 HOST BENEFITS

1. **Tourism** — B.A.S.S. with its sponsor group, tournament fishermen, B.A.S.S. staff and service crews traveling to the event will generate a travel party approaching 500 paying guests directly associated with the tournament in the community. Out of town spectators can easily number in the thousands.
2. **Site Exposure** — All B.A.S.S. news releases generated prior to, during and after the tournament week will be prefaced with a dateline from the host site and/or have several mentions throughout regarding the site and lake.
3. **Immediate Economic Impact** — Direct expenditures made by B.A.S.S., sponsors and participants of the tournament will benefit the local economy. The local economic impact of the tournament will be greater than an Invitational Tournament. According to an economic impact study conducted by the University of Alabama the economic benefit to a local community from a B.A.S.S. Top 150 tournament exceeds \$800,000.
4. **On-Site Recognition** — Banners and other visuals will be present at the weigh-in area identifying the Host sponsor.
5. **Tournament Attendance** — State and local officials are encouraged to attend the tournament and take part in all official functions. Additional photographers, local media, and others deemed by the host to add to the value of the event and exposure are invited to attend.
6. **Press and Fishermen Association** — Through participation you have the opportunity to enforce your public relations efforts and image with attending writers and tournament fishermen.
7. **Media Wrap-up** — Each day the daily competition and standings will be summarized and released to print and electronic media.
8. **Television Coverage** — This Top 150 tournament might be telecast on TNN where the viewing audience is projected to exceed 3,000,000 households.

9. **B.A.S.S. Publication Editorial Coverage** — In-depth editorial coverage of the tournament will appear with a special edition on tournament coverage in B.A.S.S. TIMES — the official B.A.S.S. Tournament publication. The various articles included in B.A.S.S. publications will promote the region, its tourist appeal, its hospitality and outdoor recreation.
10. **Tournament Promotion** — Sites are announced and highlighted in BASSMASTER Magazine as well as direct mail promotions to B.A.S.S. members. Recognition is given the state, host, marina, and housing headquarters.
11. **Writer Exposure** — Reporters of various newspapers and magazines who follow the Top 150 series will be in attendance. Long after the tournament is over, publicity for your area, facilities, and recreational assets will be generated. News releases and publicity are distributed through the B.A.S.S. News Service which reaches more than 3,000 outdoor writers, newspapers, radio and TV stations and other media throughout the United States.
12. **Repeat Tourism** — After the tournament is over the awareness of the host site's fishery and its tourist appeal established by publicity generated prior to, during, and after the tournament will attract new tourism dollars to the area. In addition, forty percent (40%) of the contestants visit the site to "pre-practice".
13. **On-going Goodwill** — The positive environment presented throughout the tournament will enhance the perception of the host site. The tournament concept is truly a "good news" event.

Host Responsibilities:

1. The Host shall name a coordinator who will work with B.A.S.S. as a liaison in preparing materials, proper accommodations, news media materials, site facilities and all other necessary items required in conducting the Top 150 Tournament in your area.
2. The Host shall pay a sponsorship fee of \$35,000 per tournament. Said fee being applied toward operating expenses of the tournament.

B.A.S.S. Responsibilities:

1. Complete recognition of the Host sponsor.
2. All preliminaries dealing with the coordination and logistical work of conducting the tournament. Experienced B.A.S.S. personnel will fulfill the obligation of conducting the tournament and work cooperatively with host sponsors in site preparation and presentation.
3. All media dissemination of events leading up to, during and after the tournament.
4. Developing a plan to maximize media coverage and balance.
5. Editorial coverage in B.A.S.S. Publications.
6. Conducting the tournament under all local, state, and federal laws. It being understood by the Host the event will embrace the rules and regulations normally recognized and promoted by B.A.S.S.

HOST CONTRACT SPECIFICATIONS

1. **Effective Date:** Date of contract signing until event.
Publicity accrues after event ends.
2. **Consideration:** Cash Requirements — \$35,000.00.

Payable: 5 days after the conclusion of said tournament.

Seven (7) complimentary hotel rooms for B.A.S.S. staff.
3. **Rules & Regulations:** B.A.S.S. will be responsible, and the Host agrees to accept, for conducting all events under established B.A.S.S. tournament rules, regulations and formats and local and state laws.
4. **Sponsor Approval:** B.A.S.S. must approve all local or state sponsors.
5. **Proposed Dates:** October 19 - 24, 1998

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SITE REQUIREMENTS

1. **Weigh-In and Launch Area** — The lake must have an adequate marina facility for launching 150 boats, an adjacent site for setting up the weigh-in, and power, telephone lines and water for tournament equipment.
2. **Banquet Facilities** — A kickoff banquet or cookout for 450 people.
3. **Hotel Rooms** — The immediate B.A.S.S. party of fishermen, wives, press, B.A.S.S. staff and sponsors requires a minimum of 400 rooms for seven nights.
4. **Launch Site** — The launch ramp on the river should be no more than a 20 minute drive to the hotel accommodations.

SUMMARY

B.A.S.S. is a multifaceted operation involved totally with bass fishing. The programs offered by B.A.S.S. lend themselves to establishing market position for products of appeal and value to bass fishermen.

Program outlined offer . . .

widespread national publicity and recognition;

exposure to millions via B.A.S.S. promotional efforts to acquire readers, tournament participants, and recognition of bass fishing;

repetitive positioning, exposure, and recognition of the site within B.A.S.S. Publications;

on site recognition and exposure by weigh-in spectators;

the ability to develop and promote regional tie-ins to the tournament;

an avenue for establishing goodwill among B.A.S.S. membership, sponsors and the media;

a method of accessing the world's largest fishing market and building recognition and tourism for the host site;

and an approach that positions the host site with B.A.S.S., the recognized leader in the bass fishing industry.

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Item	Description	
BASSMASTER Magazine "the world's largest fishing publication"	<u>Editorial</u> — Annually B.A.S.S. devotes over 200 pages of editorial coverage to tournament happenings and personalities. No mag- azine is published without merchandising the tournament trail.	Frequency: 10 x's Circulation: 600,000 Readers: 3,500,000
	<u>Tournament Promotions</u> — A variety of promotions, including inserts and r.o.p. pages promote the tournament schedule and individual tournaments. Approximately 12 pages will be devoted in 1997.	Frequency: 4 x's Circulation: 600,000 Readers: 3,500,000
B.A.S.S TIMES	A monthly tabloid published exclusively for members of B.A.S.S.	Frequency: 12 x's Circulation: 60,000 Readers: 300,000
TELEVISION	<u>"The Bassmasters"</u> A television series airing on The Nashville Network. The subjects and stars evolve from the Bassmaster Tournament Trail. Sponsors of the show and tour- naments receive signage and product exposure where appropriate throughout the series.	(39 weeks in 1997) Households: 1,300,000 per week.
	<u>News Coverage</u> — Televised reports of the tournaments are disbursed.	