

Cabela's Masters Walleye Circuit

is a



Property

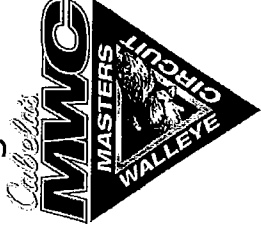
2016 Qualifier Tournament RFP – Site Host

Contact Robert Cartlidge, MWC, 5998 N Pleasant View Road, Ponca City, Ok. 74601
580.765.9031 office - 580.765.2890 fax – Email Robert@Federationangler.com

Cabela's Masters Walleye Circuit

About the Circuit..... 32 years old in 2016!

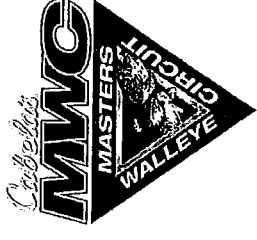
- Launched in 1984, longest running National Walleye Circuit in North America
- A 2015 inductee into the Fresh Water Fishing Hall Of fame
- Not an average "Run of the mill" Team Walleye Circuit
- Professional level, yet grass-roots circuit, filled with serious anglers that spend a lot of money on fishing and influence others regarding their choices. Over a half a million dollars paid out each year and a \$100,000 at the World Championship alone, the Cabela's MWC is a serious competition for people who love to fish walleyes.
- Professionally run, backed by 30+ years of fishing tournament management experience
- Events run from 50 to 150 teams, average is 80-90 teams per event so we will base this RFP on 80
- High End Team Tournaments - \$650.00 entry fee, \$350 option pot, \$50 big fish pot per team. These anglers have the financial ability.



Cabela's Masters Walleye Circuit

MEDIA – Benefits for site host by receiving exposure via:

- National TV – Select larger events at filmed and aired on the Federation TV block which is 26 –52 weeks of national television programming each year.
- We juggle our networks each year to manage the best possible time slots and ratings.
- In past years we are airing on;
 - NBC Sports (80 million households) 1 each week
 - Pursuit Chanel (Prime time) 40 MM house holds with 4 airing per week
 - Comcast, Fox Sports, WFN and other regional markets.
- Live Stream – Select events, championships LIVE world wide on the internet
- Print – Active PR Campaign all media under our control as well as local papers
- Website editorial & ads, On-site signage, Social Media
- Interactive website with tournament highlights, news, information, etc.
- E-Newsletters ad after each event with links to tournament website
- Circuit news, updates, photos, etc.





QUICK FACTS – Economic Impact

- 98.6 % Of all attendees share their MWC circuit stories and site location experiences with friends family and co workers
- 84.7% Of all attendees share that story with 6 or more people and 20.8% share it with more than 21 people!
- 78% of our participants have actually recruited others to fish our events.

According to a 2014 partnership study done with the University of WI. at Lacrosse. Economic impact numbers are as follows:

- Hotel Room Nights “Heads in Beds” – avg. close to 600 room nights per event
- Average spend per angler participant is \$1,470.00 (or \$2940.00 per team)
- Participants typically arrive an average of 4.9 days in advance of each event for pre-fishing PLUS 2.5 days for the actual event = 7.4 days per team (NOT counting any advance pre practice.)
- Avg. 80 teams per event = \$235,200 in DIRECT cash impact to your area.
- Using a **VERY modest** 3 to 1 rollover projection = **\$705,600.00! Almost ¾ of a million in total economic impact for a two day event!**

NOT counting SIGNIFICANT media exposure, word of mouth exposure and staff expenses.

What we ask for in a Site Host Partnership

HOST A two(2) day MWC qualifying event

Conservatively each event bring with it nearly 3 / 4 of a MILLION dollars of total economic impact to our host communities. What we ask in return:

- Roughly 1% back to MWC

Here how

- A max of 30 hotel rooms NIGHTS (example - 5 rooms/6 nights or 6 rooms/5 nights) (\$85 a night avg. x 30 = \$2550.00) (most events do not use all these nights)
- \$5,000 cash stipend
- Meeting/Registration Room for 250 - \$500.00 value
- Suitable High Speed internet signal for live streaming video at weigh-in location if possible- \$250.00
- A few volunteers if they are available!

Total investment of cash and in-kind services to MWC - \$8,300.00

Which equates to: Only 1.2% of the average total economic impact.

By any standards a great investment!



National Television

For a Guaranteed National Televised Event

Cabela's Masters Walleye Circuit

Conservatively each televised event brings with it extensive and long lasting economic impact to the community and surrounding area. We can film for television in High Definition (HD) a 30 minute show highlighting any event, we currently have a 39 week block on various national networks airing on Federation Angler TV

Once established as a televised event past history shows economic impact will be much higher than otherwise would be by as much as 30-50%, PLUS the additional economic impact of on site production works puts **DIRECT** economic impact to the community from the event....at almost \$917,280.00 USING THE low 30% average.

What we ask in return for a guaranteed TV event:

- STILL less than 1.6% back to MWC

Here how:

- 40 room nights (\$85 a night avg. x 40 = \$3,400.00)
- \$10,000.00 cash stipend
- Meeting Registration Room for 250 - \$500.00
- Suitable High Speed internet signal at weigh-in location - \$250.00
- And a few volunteers if they are available!

Total investment of cash and in-kind services to MWC - \$14,150.00

Which equates to:

Roughly 1.6% of the average DIRECT total economic impact

NOT COUNTING - Economic impact and tourism dollars as a results of the TV show highlighting your community when it airs!



By any standards STILL a great investment!

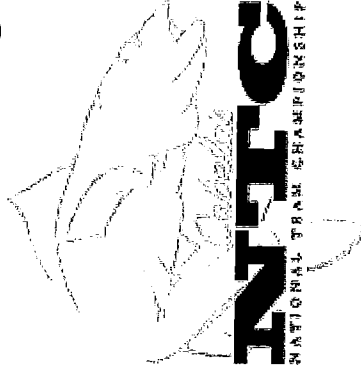
For those communities who are interested in hosting a week long PREMIER event in Walleye fishing.

- The nationally televised, \$100,000.00 World Walleye a Championship

or the largest event in Walleye fishing (and the current Guinness book world record holder)

- The Cabela's National Team Championship (NTC)

Please contact us directly to discuss hosting this once a year event .



Contact Robert Cartlidge, MWC, 5998 N Pleasant View Road, Ponca City, Ok. 74601
580.765.9031 office - 580.765.2890 fax – Email Robert@federationangler.com

