Cabela's Masters Walleye Circuit

is a Federation Angler Property

2016 Qualifier Tournament RFP – Site Host

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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.
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**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 Channel (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

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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.

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