

Gentlemen:



Thank you for the opportunity to propose ideas which BassFan feels will help the Federation succeed and grow. Below are the ways in which we would like to help. Since you will no doubt have a lot to read, we will keep everything that follows short and to the point.

## **A. How BassFan Sees the Federation**

Our feeling is that the Federation is and has been:

- Undervalued
- Underpromoted
- Underutilized, meaning you've unfortunately had a boot on your collective head because of industry politics.
- Absolutely necessary, not just for the bass fishing industry, but also for the continued health and vitality of the outdoors experience.

You and people like you make the business and the experience of fishing possible. We appreciate that, and that is why we want to help you succeed.

## **B. A Little About BassFan**

- BassFan is all about bass fishing and fun – remember when bass fishing was fun? That's what we try to re-create every day, and that's what we want to help bring to your existing members and new members.
- BassFan is a media company that owns:
  - Several bass fishing media properties – BassFan.com, BassFanArmy.com, BassFan Radio and the upcoming BassFan MAG magazine
  - A membership program – the BassFan Army
  - Two events – the Cabela's Top Gun Championship and the Skeeter BassFan Army Weekend Warrior Championship
- BassFan.com has more monthly readers than Bassmaster magazine, and more readers than ESPN/BASS and FLW TV shows have viewers.
- Unlike many media in the fishing industry, all BassFan media are produced by professionals: professional journalists, professional radio/video engineers, professional developers, etc. , with only professional standards and ethics.
- Regardless of some people in the industry's best efforts to position BassFan as a political football, we don't have a dog in any fight. We are a politics-free zone, support everyone through our coverage, and have an open playing field. A great example of this is the BassFan Army. Even though the BassFan Army and Weekend Warrior Championship are currently title-sponsored by Skeeter Boats, nothing about either is Skeeter-exclusive.



- BassFan is not "allied" with anyone. We have advertisers and sponsors and try to do as much for them as we can, but we do not have any exclusive relationships and will not be unfair to any company. We will write about, show and talk about every manufacturer of every product.
- We can't stress enough that we stay out of industry politics. We also believe strongly in treating everyone in bass fishing equally, and valuing everyone equally. It's a sad statement that the nature of the bass fishing industry makes such "neutrality" tough for some people to accept.
- Beyond that, BassFan shares many of the same values as the Federation, like: inclusion, youth, conservation, fun, "giving something back," and a strong desire to be part of the continued health and growth of bass fishing. These elements are discussed more below.

## C. Overview

BassFan wants to help the Federation grow without requiring anything in terms of money. No money from the Federation or its members. Period.

We also have no desire to "own" or otherwise control or limit the Federation. Our only desire is to help the Federation grow and prosper – with whoever your partners are – in part by helping its members have more fun.

## D. Item 1: A Media Home for the Federation

### 1. Description

- The Federation's official "Federation Central" web site
- Site will be at bassfederation.com or whatever web address TBF picks
- BassFan.com-like quality in terms of overall look and quality of information
- Federation news and Federation members will be covered regularly (almost every day)
- Coverage will be like BassFan.com but with different items, possibly including a conservation column, a youth column, area for TBF membership, forum or Q&A, etc.
- TBF members-only store will be incorporated into the new site

### 2. Staff

- Federation presidents/staffers will NOT have to worry about sending us information beyond phone numbers and photos
- BassFan will work with national and state Federations to get contact information and photos
- BassFan staffers will chase down and write all of the stories

### 3. Cost

- Zero cost to the Federation
- BassFan will build and maintain the site

- BassFan assumes all the financial risk
- We are confident we can break even on this by selling advertising on the site
- Current and future national TBF sponsors will get the premium ad space on the site

#### **4. More Advantages**

In addition to the above benefits, the Federation will benefit from working with BassFan in the following ways.

- BassFan's investment in new technologies like radio and video delivery via the Web/Internet will enable things such as Federation radio shows and Federation telecasts (Web-casts), again at no cost to the Federation. In some cases, this could actually save the Federation money, such as the ability to air entire TV shows that anyone can watch or download without having to spend money for TV airtime in timeslots that many people might miss.
- Working with BassFan means that the Federation site will have a homepage presence (content and link) on BassFan.com and on BassFanArmy.com, which will expose more fishermen of all ages to the Federation.
- It's possible that BassFan could help the states with their individual state web sites.

#### **5. Ownership**

- Even though BassFan will build and maintain the site, the Federation owns it.
- So that we can recover our investment, BassFan requests a 36-month agreement to operate the site with the option for another 36 months.

#### **6. Why the Web**

- We are not proposing a Federation website just because we are in the website business. We are in the website business because that is the best medium for a media company to be in.
- The Web is all media – "print" (words/photos), TV, radio – and is available 24/7/365.
- It is the fastest way to get information out to members and about sponsors.
- Men and younger people (about 29 and younger) spend far more time on the Web than with *any other media*. This is an important fact if the Federation desires to grow its organization.
- We strongly believe the Federation needs a solid, powerful, comprehensive Web presence.

#### **7. Federation Magazine**

- If the Federation decides to produce its own magazine, BassFan would like to bid on the work.
- Please bear in mind that a magazine – a good one, one that your members and your sponsors will be proud to get – will be fairly expensive.
- Printing is expensive, mailing costs regularly increase and you will have to have a circulation "department" (at least one person) to make sure everyone gets their issues, etc.

- If your membership grows, the cost to do a magazine will increase.

## **E. Item 2: BassFan Army Programs for Federation Members**

### **1. What is the BassFan Army?**

- The BassFan Army, currently title-sponsored by Skeeter Boats, is a year-old BassFan membership program.
- Its purposes are to allow anglers to have more politics-free fun while fishing, and to help members "give back" to the sport in the conservation and youth areas.
- On the fishing side, opportunities for members include:
  - The opportunity to win contingency money for using certain products while fishing the events (e.g., Federation events) anglers always fish.
  - The opportunity to qualify for the BassFan Army Weekend Warrior Championship (see 2 below).
  - The opportunity to get recognized via BassFanArmy.com and BassFan.com for tournament performance, big bass catches and other accomplishments (e.g., youth, conservation) in fishing.
- The BassFan Army is NOT a tournament trail.
- The BassFan Army is NOT for Skeeter owners only.
- It costs nothing beyond the \$19.95 membership fee to join, which will be waived for Federation members (see 3 below).

### **2. What is the BassFan Army Weekend Warrior Championship?**

- Anglers qualify from BassFan Army-sanctioned trails (e.g., Bass Federation, BFL, ABA, WON Bass, etc.) to fish the annual Weekend Warrior Championship.
- No entry fee and everyone gets paid. Last year, the first year, saw 37 anglers participate. The winner won \$20,000 cash, the runner-up won \$15,000 cash and last place won \$590 cash.
- Last year five Federation anglers qualified, the Top 5 finishers at the Federation National Championship. Four intended to fish, but one qualifier's wife had a baby and couldn't attend so three fished.
- Robert Cartlidge attended the 2005 event.

### **3. Proposed BassFan Army Programs for the Federation**

- Free membership in perpetuity (\$19.95 annual fee waived).
- Six (or more) boater and co-angler slots at the Weekend Warrior Championship. How anglers qualify is up to the Federation.
- Working with the Federation to develop the BassFan Army's grant program – called the "BassFan Foundation" – for conservation and other purposes, as well as youth-oriented ideas.
- It's possible that a Federation-only tournament (e.g., a state champions tournament) could be worked into the 2 weeks in which the Weekend Warrior Championship and the Cabela's Top Gun Championship are held.

## **F. Opportunity Summary**

We hope you see that these are no-strings-attached opportunities.

A powerful, dynamic on-line home is a requirement for any viable organization. And in this information (and disinformation) age, reaching your members quickly with a central voice is critically important. Again, BassFan would provide all of this free.

The BassFan Army Weekend Warrior Championship is another big, national event that your members can shoot for, except that this one is totally free and everyone who fishes it gets paid.

BassFan and the BassFan Army share the core values of the Federation, which embrace not just fishing but also conservation, youth and other "giving back"-type programs. We would like to assist the Federation in seeing those values and programs thrive.

Importantly, these are programs of inclusion (not exclusion), and can begin immediately.

## **G. Contacts**

We hope we've given you enough information about these opportunities. If not, please feel free to contact us directly to discuss any or all of this.

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