

Sponsorship of the 2018 HUGE Bass Championship



What is the Huge Bass Championship?

The HUGE Bass Championship is the most geographically expansive bass tournament in the world. The tournament is powered by social media and there is no central weigh in. Anglers register videos of bass measured on custom tournament rulers on social media. It's 84 days of head to head, bracket style fishing in the quest to be crowned HUGE Bass Champion. The longest bass measured advances.

The fishing is open to anyone, fishing from anywhere, fishing with live bait or artificial lures. Anglers fish from shore or boat, lake or river, pond or creek. It is exciting, fast paced action that generates tons of user-created video content. It's a new and exciting way to reach the most active and dedicated of potential customers on the bass fishing market.

The HUGE Bass Championship Works for its Sponsors

There is nothing else like the HUGE Bass Championship— the formula works. In the inaugural 2017 HUGE Bass Championship, a full bracket of 64 anglers submitted 478 bass in 2017. Championship anglers came from **13 States and Canada**— Florida, South Carolina, Texas,

Tournament Dates: August 21- November 12, 2018 / Questions: info@releaseruler.com
Tournament Website-- <https://releaseruler.com/shop-online/huge-bass-tournament/>

Sponsorship of the 2018 HUGE Bass Championship

Illinois, California, Georgia, Rhode Island, Mississippi, Massachusetts, New York, Arkansas, Tennessee, Oklahoma, and Ontario, Canada.

The average fish was an impressive 19.66". The longest bass was a 27.25" lunker caught in Trading House Creek in East Texas. The longest three bass measured 73", caught in Palm Beach County, Florida. While these numbers themselves are interesting, consider the marketing and branding profile associated.



2018 Huge Snook Tournament Fly Division Ruler: Showcasing placement of Sponsors Logo.

The 478 submitted fish were all filmed and uploaded—hash-tagging sponsors. Assuming an average time of 40 seconds per submission video, that is 318.67 minutes—or 5.3 hours—of organic, user-produced fishing content. There are not many avenues through which to generate this amount of video.

HUGE Bass Championship Sponsor Packages

Title Sponsor- \$5,000/ Lunker Zone- \$3,000/ Bucket Mouth- \$1,000 / Rod Bender- \$500

The chart below illustrates the benefits by level.

Sponsorship Benefits	Title Sponsor- \$5,000	Lunker Zone- \$3,000	Bucket Mouth-- \$1,000	Rod Bender-- \$500
Logo Placement on Custom Bass Championship Ruler	Primary position- Huge Zone or Zero Line	Lunker Zone- 20-25"	Bucket Mouth- 15-20"	Rod Bender- 11-15"
Hashtag representation on measured fish submissions.	Entire 12 weeks	8 weeks	4 weeks	2 weeks
Multiple keyword or token phrases during the tournament ("Token saying" must be said in all submitted videos to indicate authenticity)—At least 6, guaranteed.	All Rounds	At least 6 weeks	At least 4	2 weeks
E-news Banner positioning for the Huge Bass Championship update weekly newsletter.	All newsletters		6	3
Logo placement on Tournament Shirt	Preferred Placement 1	Preferred Placement 2	Placement 3	Placement 4
Logo Placement used on collateral and marketing material for tournament.	Preferred Placement	Placement on All	Some	
Access to video submissions (for use in internal marketing)	Yes, all	Yes, all	Yes, some	
Dedicated Facebook Post to Tournament Group	6	4		2
Video or Editorial (company supplied) placement in e-news.	Included	Included		
Sponsor video profile	Included	Yes		
Placement in Summary Video Showing highlights and winners of the HUGE Bass Championship	Yes	Yes		
Sponsor of HUGE Bass Overall Award	Yes			
Sponsor of Dedicated High light Video	Yes			

Tournament Dates: August 21- November 12, 2018 / Questions: info@releaseruler.com

Tournament Website-- <https://releaseruler.com/shop-online/huge-bass-tournament/>