



KRISTIE HOOVER

Kayak Bass Fishing
Event Coordinator

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DESTINATION PARTNER EVENT BID PACKAGE

Kayak Bass Fishing (KBF) is a company aimed at advancing the sport of kayak bass fishing which is the fastest growing segment of the US sportfishing market with over 17 million anglers across the US. KBF supports grassroots kayak fishing organizations, wildlife conservation and youth programs across the country.



KBF is pleased to present the opportunity for cities/organizations across the US to offer a bid for an upcoming fishing event/tournament.



KBF's SOCIAL MEDIA REACH



98k subscribers



76k followers



46k followers

Photos and videos featuring your location will be shared and promoted on the Kayak Bass Fishing social media network - the largest kayak bass fishing community on social media.

We use your specific hashtags dedicated to promote your city with tags, mentions, and endorsements. (example: #experiencekissimmee)

OPPORTUNITY

Your city will host a Kayak Bass Fishing Tournament with between 150-700 anglers depending on the type of event as outlined on the next page.

Each angler stays an average of 4 nights in the promoted properties and eats at local restaurants nearly every meal.

Extensive Social Media showcasing though posts, stories, VLOGS, and videos.

Your city/tourism bureau logo on checks presented to winners of the tournaments.

Blog posts about the destination and angler experience before, during, and after event.



DESTINATION PARTNER OPTIONS



KBF Affiliate Event

- One Day Event
- Onsite Managed by KBF Affiliate Director
- Professional Photography
- Social Media promotion of event
- Host city may choose to promote local partners for lodging, dining, and a venue for presentation of awards
- KBF National Championship Qualifier Event
- KBF Partner Championship (All-American Kayak Classic) Qualifier Event

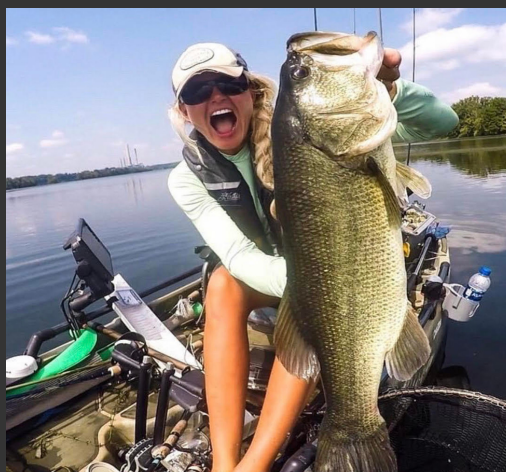
24 spots available per season

\$2,500

KBF Monthly State Challenge

- Online Event for entire month
- Participation across entire United States
- Anglers fish from all public bodies of water in each state
- Social Media promotion of event leading up to the start of each month and continual monthly updates
- Tracking and Reporting through Fishing Chaos App
- Challenge Series Championship Qualifier Events

\$500 per month or \$2,000 for the entire season



KBF TRAIL Series

- Two One Day Events
- Significant national appeal; most popular KBF tournaments
- Social Media promotion, destination marketing, and exposure
- Collegiate series Event coincides with these TRAIL Events
- KBF National Championship Qualifier Events
- Highlights your city for future Championship Event consideration

**Media (National TV) option available for additional \$10,000*

10 spots available per season

\$7,500

KBF Triple Crown

**KBF National Championship, KBF TRAIL Series Championship,
and KBF Challenge Series Championship**

- Four Day Event with over 750 anglers
- Television episode on Fox Sports, WFN, and Sportsman Channel
- Significant national appeal and multi-year social media exposure
- Social Media promotion including YouTube videos and hundreds of Instagram and Facebook posts
- Extensive Destination Marketing for host city

**Bid only available for 2023 season and beyond*

1 spot available per season

\$40,000

HOST CITY EVENT IN KIND CONSIDERATIONS

- Two hotel rooms for three nights (location must include Wifi)
- Host Venue for Captains Meeting on night before tournament with light appetizers.
- Provide captains bags with area information for each angler participating in the tournament.
- Host Venue for Awards Ceremony each day of event.
- Provide area to park KBF wrapped trailer to use as video backdrop.
- Water and/or soda provided for anglers at meeting location.

Host city may choose to provide appetizers or light snacks at Awards Ceremonies.

