





# PURPOSE

Our mission is to positively impact youth through competitive angling. We work with our partners to foster the love of the outdoors, conservation, team building, sportsmanship, and community service. In 2020, a high school division called Arizona High School Bassmasters. With the expansion of a high school group, we now serve ages 8 – 19 statewide. This year we have partnered with Wild West Bass Youth Series to provide more access and scholarships close to home.

Gathering youth to fish since 1994



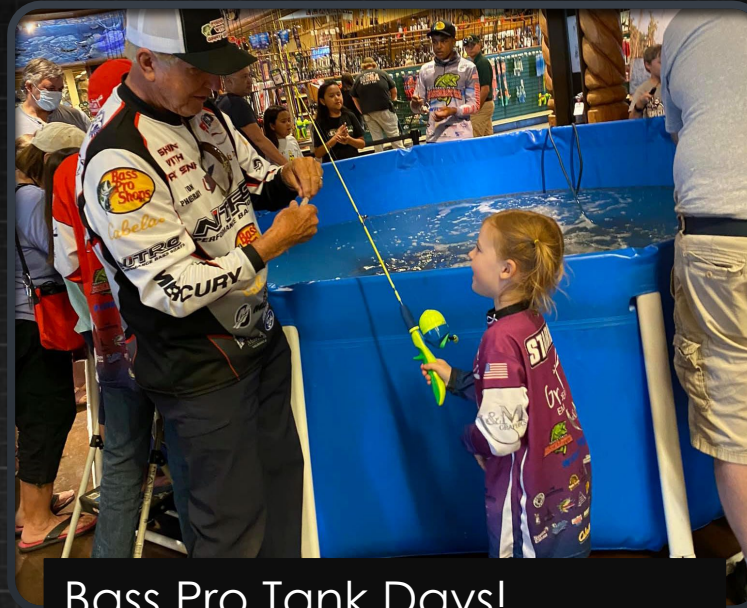
# IMPACT

- INVESTING IN THE FUTURE GENERATION OF ANGLING COMPETITORS
- EMPHASIS ON COMMUNITY ENRICHMENT, CONSERVATION, AND SPORTSMANSHIP
- JUNIOR DIVISION 8YRS – 8<sup>TH</sup> GRADE, HIGH SCHOOL DIVISION 9<sup>TH</sup>-12<sup>TH</sup> GRADE
- GATHERING YOUTH FROM ALL DEMOGRAPHICS
- SERVING ALL LOCATIONS WITHIN ARIZONA
- 5-6 FISHING TOURNAMENTS ACROSS ARIZONA
- ANGLERS OF THE YEAR ADVANCE TO THE WILD WEST YOUTH SERIES MULTI-STATE CHAMPIONSHIP
- WE ARE A NON-PROFIT 501(C)(3)



## No Excuse Hunting and Fishing Frenzy!

Volunteering to help teach people with physical impairments how to fish at Outdoor Expo in Gilbert.



## Bass Pro Tank Days!

Volunteering to teach kids how to fish at Bass Pro in Mesa and at Cabela's in Glendale.



## Take A Friend Fishing!

Volunteering to teach their friends how to fish that have never had the opportunity to fish before. Partnered with Arizona Game and Fish Department at Biscuit Tank.

## JUNIOR DIVISION

- PHOENIX JUNIOR BASSMASERS
- 8 YEARS OLD – 8<sup>TH</sup> GRADE
  - TWO CIRCUITS
  - TEAMS
  - DRAW



## HIGH SCHOOL DIVISION

- ARIZONA HIGH SCHOOL BASSMASTERS
- 9<sup>TH</sup> GRADE – 12<sup>TH</sup> GRADE
  - ONE CIRCUIT
  - TEAMS



## WILD WEST BASS YOUTH SERIES

Anglers of the Year from both divisions advance to Wild West Bass Youth Series Multi-State Championship. Wild West Bass Youth Series is our Non-Profit parent organization.

With Youth Anglers in mind, each division is designed to develop relationships in each demographic market, and to educate, engage, and maximize reach. When anglers attend an event, they bring along their families, and friends. In return, they bring new consumers!



# INSPIRE

We strive to inspire the future generation of youth to get outdoors and fish. With Phoenix Junior Bassmaster DRAW circuit, we provide an angling experience for youth that wouldn't otherwise be able to participate. With this circuit we seek mentor boat captains that will volunteer their time, money, equipment, and knowledge for these anglers.





# INDUSTRY

**18% INCREASE** IN FISHING  
PARTICIPATION RATE OF THE U.S. POPULATION  
HIGHEST IN A DECADE



**9M**

REACTIVATED PARTICIPANTS SOARED  
COMPARED TO 6.8 MILLION LAST YEAR



FEMALE PARTICIPANTS  
**36%** OF TOTAL  
PARTICIPANTS, AN ALL  
TIME HIGH

**4.4M**



FIRST- TIME PARTICIPANTS  
CLIMBED FROM 3.1 MILLION LAST YEAR

NEARLY **1.8M** MORE WOMEN  
WENT FISHING THAN IN THE YEAR  
PRIOR WITH A 10% INCREASE



**+53% YOUTH**

PARTICIPATION IN 2020  
13.5 MILLION TOTAL PARTICIPANTS



# REACH

As many of you know there isn't anything better than seeing smiling kids' faces. At each event we post live on multiple platforms during the boat launch and weigh-in process. We also have one of our volunteers capturing these special moments utilizing quality cameras. All our youth members have signed media releases that allow our affiliated sponsors to utilize our photos and videos.

We work directly with our sponsors to ensure the best approach to marketing their specific products and brands. With your support and the exponential reach of our organizational platforms and members' accounts we truly provide a broad and diverse pool of new contacts.

## FACEBOOK

**FOLLOWERS:**

**2,080**

**REACH:**

**10,653**

**ENGAGEMENT:**

**2,123**

## INSTAGRAM

**FOLLOWERS:**

**1,528**

**REACH:**

**878**

**INTERACTIONS:**

**671**

\*\* Facebook and Instagram show combined totals between Phoenix Junior Bassmasters and Arizona High School Social media pages.

\* Totals average per month.



As a Charitable Organization we utilize an efficient team of non-paid volunteers to get the funding dollars directly to the youth. As a non-profit 501c3 you will be able to utilize your donation as a tax write-off! We can provide you with all the required documentation.

We strongly encourage you to visit our social media pages, participate in our meetings and come watch our tournaments to see your investment in action. If we all work together, Phoenix Junior Bassmasters and Arizona High School Bassmasters will be a success. Your partnership gives us the opportunity get kids involved in the fishing community. Please take a moment to review our mission and see the sponsorship packages in action.

# SUPPORT

Your Sponsorship Dollars go to the following:

- Procuring Prizes
- Rods/ Reels, Gift Cards, and Plaques
- Providing food for anglers and captains
- Providing on the water access to anglers that don't have access to a boat
- Keeping Membership costs low to provide access to all income levels.
- Operational Cost
- Cameras, Web Accounts, Permits, Insurance, Venue Rentals







## 2021-2022 SPONSOR PACKAGES

- NEW FOR 2021-2022 SEASON, ALL LOGOS WILL NOW BE PLACED ON THE ANGLERS OF THE YEAR (AOY) NATIONAL CHAMPIONSHIP TOURNAMENT JERSEY.
- CUSTOM SPONSORSHIP PACKAGES ARE AVAILABLE. PLEASE INQUIRE FOR DETATILS.
- IN-KIND PRODUCT DONATIONS ALSO ACCEPTED.



PACKAGE ITEMS:	PLATINUM \$2300	GOLD \$1200	SILVER \$600	BRONZE \$350
Small Logo on Season and AOY National Jerseys				*
Average Size Logo on Season and AOY National Jerseys			*	
Second Largest Logos on Season and AOY National Jerseys		*		
Largest Sponsor Logo on Season and AOY National Jerseys, on sleeve as well.	*			
Logo on Banners, logo placement and size will be proportionate to donation amount.	*	*	*	*
Logo with Hyperlink on Webpages	*	*	*	*
Recognition During Weigh in and Live events.	*	*	*	*
Co-Sponsor Title for 1 Regular Season Tournament		*	*	
Sponsor Logo on Award for your 1 Title Sponsor Tournament		*	*	
Social Media Posts & Tagging as Event Title Sponsor	*	*	*	
Multiple Mentions Throughout Weigh in Live Stream	*	*	*	
Promo Material Posted at Events	*	*		
Recognition and Tagging for all Events	*	*		
End of Year Banquet in Your Name	*			
Sole Title Sponsor for State Championship	*			
Custom AOY Hats for Championships	*			
Sponsor Logo on <u>ALL</u> Awards	*			

# THANK YOU FOR YOUR SUPPORT

We are excited to have you be a part of our angling family.



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