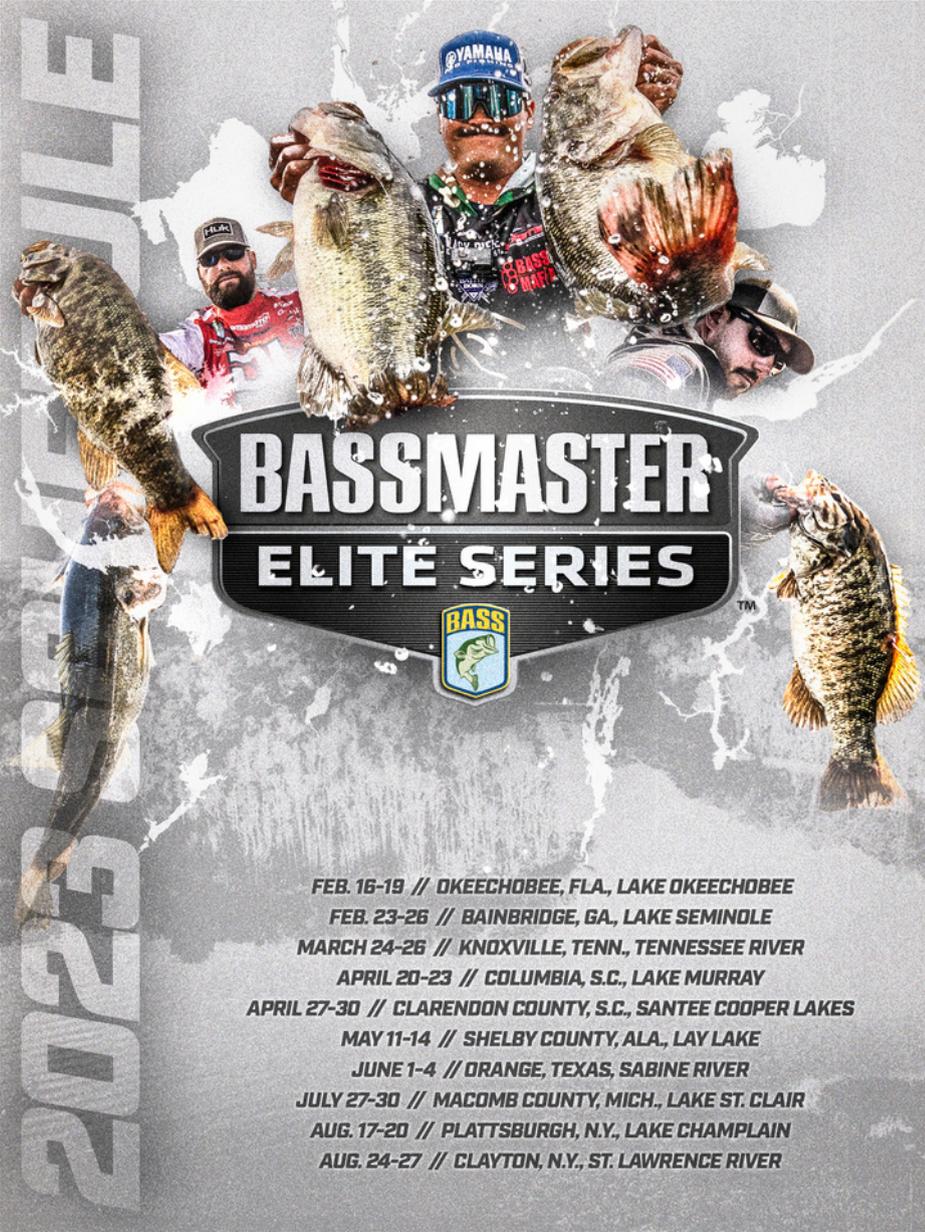




**BASSMASTER**   
Big Bass. Big Stage. Big Dreams.



2023

# BASSMASTER ELITE SERIES



- FEB. 16-19 // OKEECHOBEE, FLA., LAKE OKEECHOBEE
- FEB. 23-26 // BAINBRIDGE, GA., LAKE SEMINOLE
- MARCH 24-26 // KNOXVILLE, TENN., TENNESSEE RIVER
- APRIL 20-23 // COLUMBIA, S.C., LAKE MURRAY
- APRIL 27-30 // CLARENDON COUNTY, S.C., SANTEE COOPER LAKES
- MAY 11-14 // SHELBY COUNTY, ALA., LAY LAKE
- JUNE 1-4 // ORANGE, TEXAS, SABINE RIVER
- JULY 27-30 // MACOMB COUNTY, MICH., LAKE ST. CLAIR
- AUG. 17-20 // PLATTSBURGH, N.Y., LAKE CHAMPLAIN
- AUG. 24-27 // CLAYTON, N.Y., ST. LAWRENCE RIVER



Serving a growing community of anglers by fueling a passion for fishing through **education, inspiration and conservation,** and helping to define the culture and the lifestyle surrounding the sport.

## BIG BASS

**55** MILLION

Americans fished at least once during 2020,  
the highest number on record!

**78**%

Were freshwater anglers.

## BIG STAGE

**65** MILLION

Total Audience

**230** THOUSAND

Tournament Attendees

## BIG DREAMS

**50**+

Years of passion as the worldwide  
authority on bass fishing.

**500** THOUSAND

B.A.S.S. Community Members

SOURCE: 2021 SPECIAL REPORT ON FISHING, 2021 MRI Doublebase, Google Analytics, Social Media through October 2022, Nielsen 2022 Live + SD, FOX Sports, Brightcove, Cision/PR Newswire

# OUR CORE AUDIENCE

**80%**

**MALE**

**47**

**AVERAGE  
AGE**

**\$71K**

**AVERAGE HOUSEHOLD  
INCOME**



**67%**

**HOMEOWNERS**



**85%**

**TRUCK OWNERS**



**89%**

**BOAT OWNERS**

SOURCE: 2022 MRI Doublebase, B.A.S.S. Council

# LEAGUES & DIVISIONS INSIDE OF B.A.S.S.



104 Pros  
9 Events + Classic  
\$7MM+ Purse  
\$150K+ Fans  
Festival-style Expos



5 national events  
Top 10% from each national event advance to the series championship



350+ anglers/event  
Divisional winners are invited to fish the Bassmaster Classic  
New Elite Qualifier format for anglers who aspire to fish the Elite Series. Must fish all events. Top 9 in points earn an Elite Series invitation.



20K Club Member Anglers  
5 regional tournaments  
1 Championship  
Over 10,000 local & state tournaments



1,000+ High School Teams  
4 Opens  
1 Championship  
—  
2nd - 8th grade anglers compete separately in the Junior Series with a standalone championship



4 regular season events  
1 championship  
Top 8 anglers compete in a bracket style competition for a Classic berth

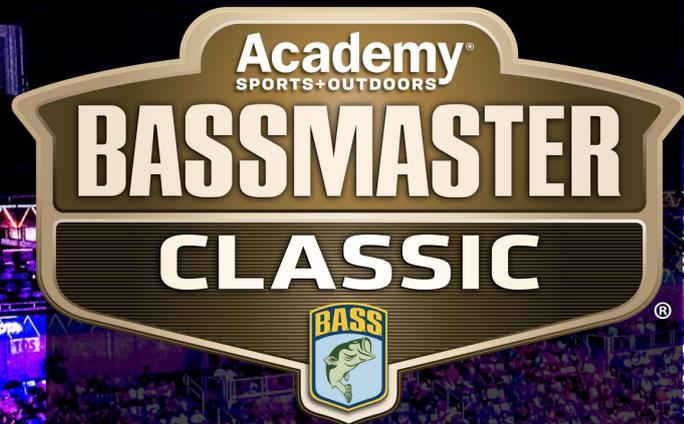


Bassmaster-sanctioned Team Tournament trails  
1 Team Championship



SOURCE: 2022 MRI Doublebase, Google Analytics, Social Media through October 2022

# THE SUPER BOWL OF BASS FISHING.



Over the Last

# 5 YEARS

- Media Impressions: 227,000,000+
- Economic Impact: \$148,000,000
- 721,000+ Fans
- \$5 Million+ in Payouts

[View 2022 Classic Recap.](#)



2022 B.A.S.S. ON



## THE ONLY BASS FISHING LIVE ON TELEVISION!

14.5 MILLION viewers watched Bassmaster on FOX/FS1/FS2 - Highest reach in over a decade!

7.3 MILLION minutes were streamed on foxsports.com & the FOX Sports app

28.6 MILLION gross reach impressions generated through Bassmaster telecasts on FOX/FS1/FS2

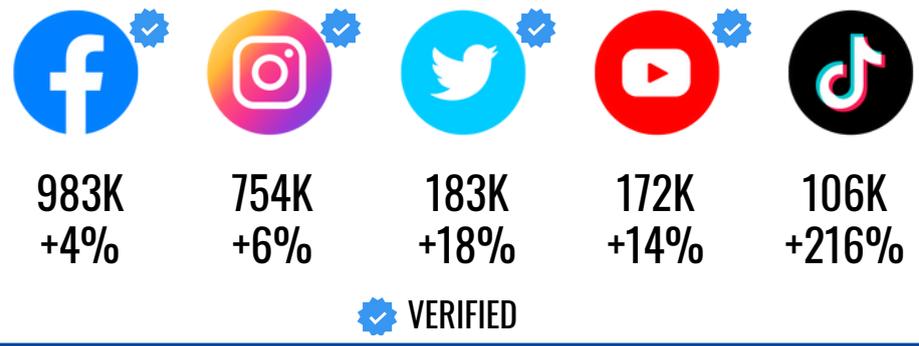
Viewing consumption of FOX Sports has grown +6% over the past decade, while sports network competitors (ESPN Nets -37%, CBS Sports -9%, NBC Sports -13%) and three prime broadcast networks (-52%) have declined



SOURCE: Nielsen 2022 Live + SD, FOX Sports



### AUDIENCE GROWTH vs. 2021



# NEW FOR 2023

170+ anglers competing in the 2023 St. Croix Bassmaster Opens for 9 spots on the Bassmaster Elite Series

Anglers must showcase their skills and compete at ALL 9 tournaments across the country

Only the BEST anglers will SURVIVE

**BETTER COMPETITION.  
MORE EXCITEMENT.  
DREAMS ON THE LINE.**

**WELCOME TO THE EQ.**



## DIVISION 1

Lake Eufaula | Eufaula, Ala. | March 2-4, 2023  
Wheeler Lake | Decatur, Ala. | May 18-20, 2023  
Harris Chain of Lakes | Leesburg, Fla. | October 12-14, 2023

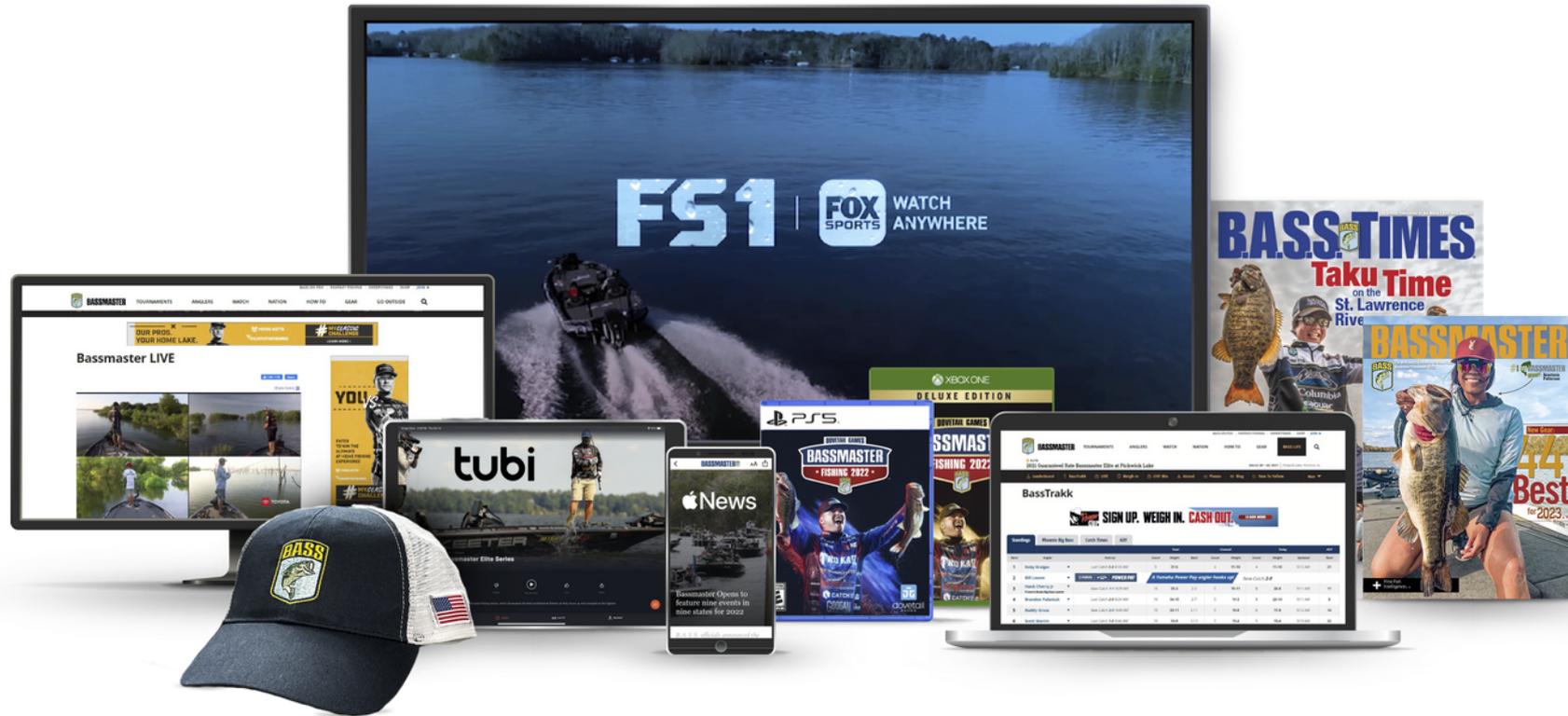
## DIVISION 2

Toledo Bend | Many, La. | April 13-15, 2023  
Lake Eufaula | Eufaula, Okla. | June 15-17, 2023  
Lake of the Ozarks | Osage, Mo. | September 21-23, 2023

## DIVISION 3

Buggs Island Reservoir | Clarksville, Va. | May 3-5, 2023  
St. Lawrence River | Waddington N.Y. | July 20-22, 2023  
Watts Bar Reservoir | Kingston, Tenn. | September 13-15, 2023

# WE ARE EVERYWHERE.



# BRAND PARTNERSHIPS



# BASSMASTER

Big Bass. Big Stage. Big Dreams.



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S  
TM



PROGRESSIVE

