

Sponsorship

- ✓ **Importance**
- ✓ **Types/Levels**
- ✓ **Key Sponsors**
 - Highlights/member benefits
- ✓ **Board Action Plan**
- ✓ **Membership Support**
 - What you can do



Importance of Sponsorship

- ✓ **Significant source of MNBN Revenue**
 - Key annual events – TOC and Banquet
- ✓ **Direct Impact on Operating Budget**
 - Division team support expenses
 - Significant increase w/new 20 person team
 - Meetings, equipment maintenance, etc.
- ✓ **Provides Our Members with Exclusive Product and Service Discounts**



Sponsorship Levels

✓ **National B.A.S.S.**

- General and B.A.S.S. Nation exclusive sponsors

✓ **MN B.A.S.S. Nation**

- Primary sponsors
 - Supporting key events and state team
- Local and regional sponsors
 - Offering exclusive product and service discounts



B.A.S.S. Membership Benefits*

✓ Key National Sponsors

- Toyota Trucks (Bonus Bucks)
- Avis, Hertz, VPI Pet and Boat/US Insurance
- Walt Disney World Guided Fishing Tours
- Carhartt Apparel

✓ Other Exclusive Benefits

- Bassmaster Digital Magazine
- Bassmaster Lunker Club
- Elite Series Marshall Program

*View details on line @Bassmaster.com

(Click on: Join B.A.S.S., then Benefits,
then enter your member #)



B.A.S.S. Nation Member Benefits*

✓ Exclusive Nationwide Sponsors

- Alliance Program (MNBN is enrolled)
 - Mercury/Triton/MotorGuide
- Berkley Nation Program
- Rigid Industries
- Evan Williams
- Skeeter Boats/Yamaha
 - Rebates/Real Money
- Humminbird and Lowrance
 - State Team Programs
- Livingston Lures
- Power-Pole

***Details on handouts... or Bassmaster.com**

(Click on: Join B.A.S.S., then Bass Nation,
then Benefits)



MN B.A.S.S. Nation - Primary Sponsors*

- **Rapala**
- **Lowrance**
- **Humminbird**
- **George's Repair Center**
- **Capra's Sporting Goods**
- **Motor Clinic/Vexilar**
- **Warner's Dock**
- **Joe's Sporting Goods**
- **Frankie's Marine**
- **MG Lures**
- **H2rods**

*Ongoing valuable contributions toward annual MNBN key events and operation



MN B.A.S.S. Nation - Additional Sponsors*

- **Absolute Outdoors**
- **Flaminn Lures**
- **Gopher Tackle**
- **Hannay's Marine**
- **Lindberg's Cove**
- **Medina Inn**
- **Prop MD**
- **Rod Glove**
- **Tonka Customs**
- **UMBCS**

*Provide exclusive discounts to MNBN members on a variety of products and services , and/or purchase web advertising



MNBN Board Action Plan – Sponsorship

✓ **Assess/Summarize Current Situation**

- Better organize sponsor information
- Communicate to our membership

✓ **Add new primary sponsors**

- Triple our number in next two years
- Prioritize on new web advertising
 - Silent auction items still important
- New state and local “larger” supporters
 - Sporting goods, food and beverage retailers

✓ **Higher Engagement Level**

- Marketing and Sponsorship Leader
- Full membership team



MNBN Membership Support

How You Can Support Sponsorship:

✓ Review All B.A.S.S. Sponsor Benefits

- All levels – National/BASS Nation/MNBN

✓ Participate/Buy When Possible

- Helps guarantee continued sponsor support

✓ For MNBN Primary and Other Sponsors

- Thanks for being our sponsor
- Identify yourself as MNBN club member
- Consider buying products/services even if no special discounts apply

✓ Like or Follow us on Facebook

✓ Join our email list

