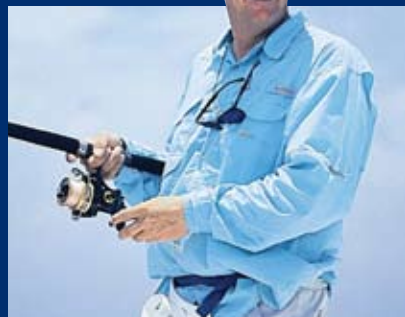
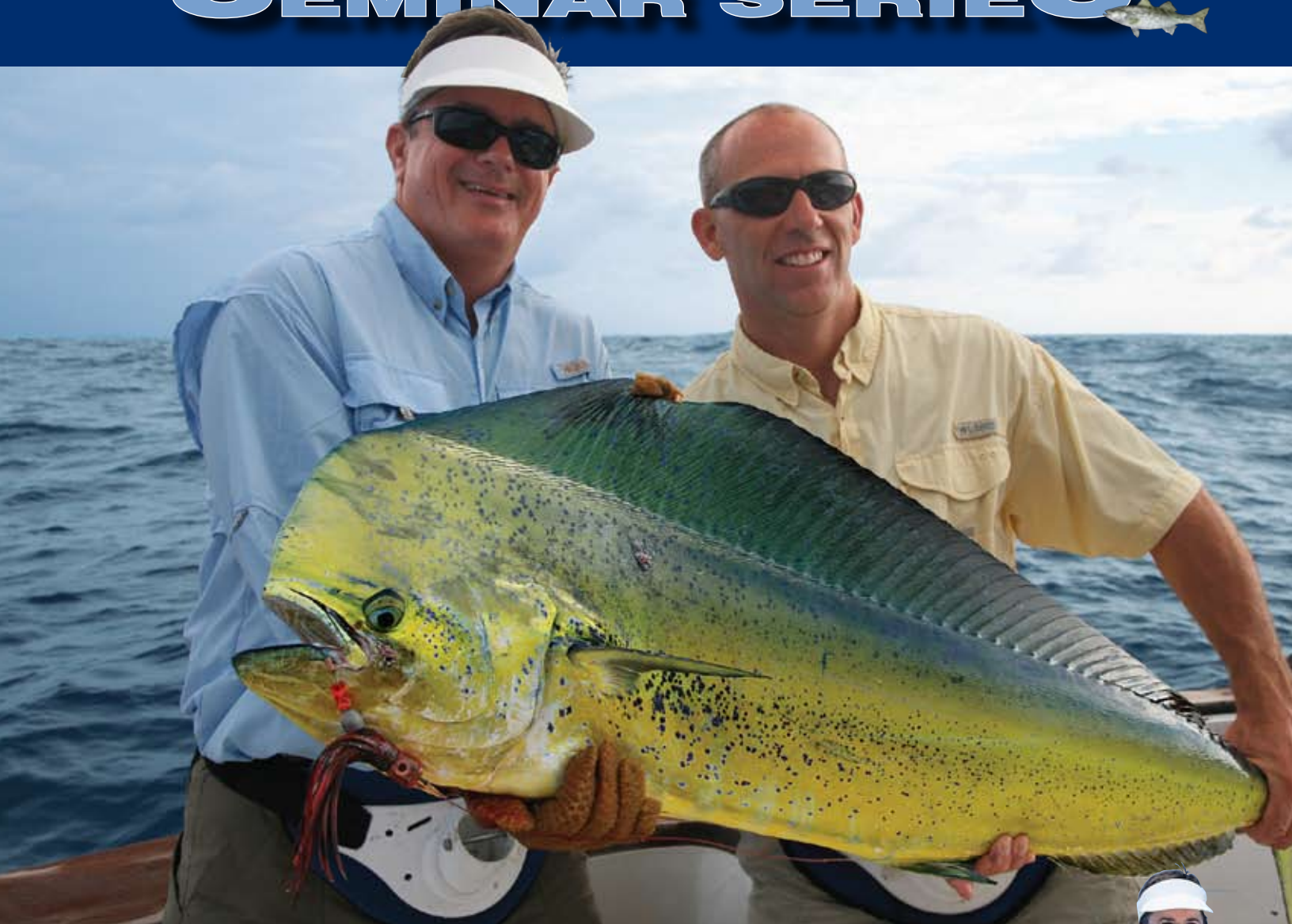


AMERICA'S #1 SPORT FISHING TOUR SINCE 1987

# Salt Water SPORTSMAN SEMINAR SERIES



FEATURED AT POPULAR SALTWATER FISHING CITIES THROUGHOUT THE U.S. EACH YEAR

# Salt Water SPORTSMAN

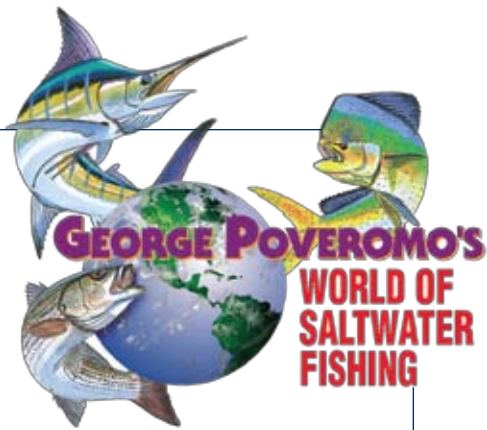
Since 1987, the *Salt Water Sportsman* National Seminar Series, America's longest-running, most recognized, successful series of educational fishing seminars, offers an opportunity like no other to reach hard-core fishermen.

- ✓ Attracts approximately 4,000 anglers
- ✓ Heavily promoted in *Salt Water Sportsman*
- ✓ Receives outstanding press in local news outlets throughout the country
- ✓ Multimedia showcase for your products



## THE HOST

George Poveromo, *Salt Water Sportsman's* editor at large, is a nationally recognized saltwater fishing authority who has fished throughout the world. Host of *George Poveromo's World of Saltwater Fishing* on ESPN2, he brings real-life expertise to the attendees at the seminars.



## INSTRUCTORS

Poveromo is joined by an additional co-host such as John Brownlee, editor-in-chief of *Salt Water Sportsman*. At each intense six-hour seminar, *SWS* editors and top local fishing pros provide expert advice on fishing techniques and strategies on the local fishing ground and species. They even share some of their best-kept secrets for consistently finding the biggest fish in their areas!





# SEMINAR SERIES

## MEDIA COVERAGE WITH POWER

**P**romoted to more than 10 million saltwater anglers from November to March, the Seminar Series delivers complete coverage in print, online, in person and through mentions on **George Poveromo's World of Saltwater Fishing**.

<b>SWS Readership</b> (based on 5 issues running November-March)	<b>6,360,000</b>
<b>Newspaper Impressions</b> (8 cities for 3 months)	<b>2,000,000</b>
<b>SaltwaterSportsman.com</b> (6 months of promotion and links)	<b>1,781,262</b>
<b>Direct Mail Brochures</b> (mailed to hard-core fishermen)	<b>115,000</b>
<b>Seminar Series Workbook</b> (used by anglers after the seminar is over)	<b>4,000</b>
<b>Mentions on George Poveromo's World of Saltwater Fishing on ESPN2</b>	



## MAXIMUM EXPOSURE FOR YOUR BRAND

**B**rand coverage that can only be achieved with a Seminar Series sponsorship.

- ✓ Exposure to approximately 4,000 hard-core fishermen willing to spend the time and money to attend each full-day seminar
- ✓ Your logo in several print ads promoting the series in *Salt Water Sportsman*
- ✓ Your video commercial during the event
- ✓ Your logo in direct-mail brochures promoting the Series
- ✓ On-stage signage at each event
- ✓ A booth for your company at each seminar
- ✓ Your literature and/or products in the "angler's bag" given to each attendee at the door
- ✓ Your products awarded on stage
- ✓ Your logo and a link on [saltwatersportsman.com](http://saltwatersportsman.com)
- ✓ A full-page ad in the Seminar Series Workbook, distributed at each seminar



FEATURED AT POPULAR SALTWATER FISHING CITIES THROUGHOUT THE U.S. EACH YEAR



America's #1 educational fishing series



Multimedia Exposure



## SPONSOR BENEFITS

**T**he *Salt Water Sportsman* Seminar Series provides a unique opportunity to promote your products to a highly targeted and qualified audience of die-hard fishermen. You will reach serious saltwater fishermen in an environment where they are open to learning and ready to try new products.



## REPEAT SPONSORSHIPS

**C**lients have discovered that a relationship with the Seminar Series has proven to be an asset in building long-term repeat business. The fact that the series is held each year in a different location means that many of our sponsors have been in the series for several years, including some with more than 10 years of participation. These include:



## SPONSORSHIP CATEGORIES

- Automotive
- Binoculars
- Boat Cleaners
- Boats
- Cameras
- Catalog Retailers
- Chum
- Coolers/Ice Chests
- Downriggers
- Electronics
- Engines/Power
- Eyewear/Sunglasses

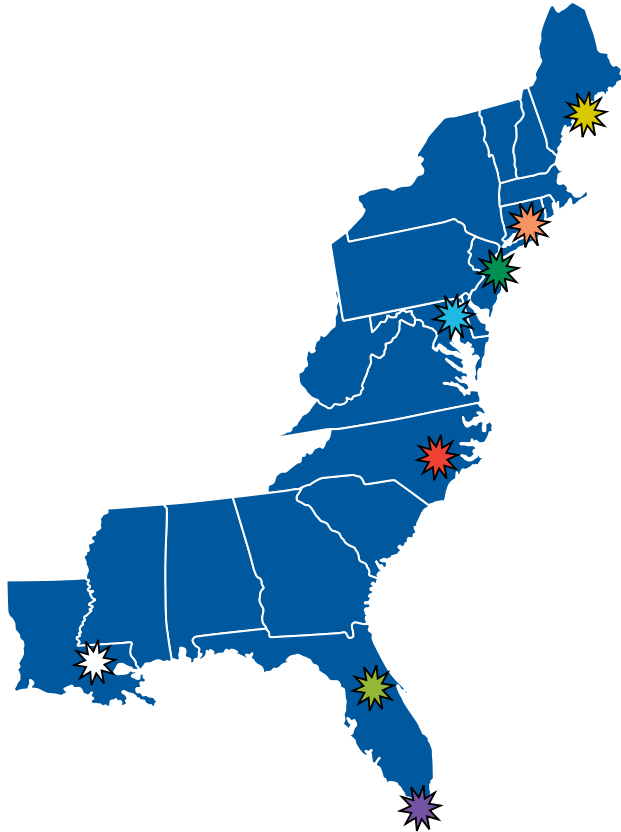
- Fishing Line
- Flashlights
- Foul-Weather Gear
- Hand Tools
- Hooks
- Lures
- Marine Finance
- Marine Finishes
- Marine Insurance
- Marine Retailers
- Phones
- Rods

- Reels
- Safety
- Shoes
- Sportswear
- Trailers
- Trim Tabs
- Trolling Motors
- Tuna Towers
- Watches



**8**  
shows in  
2012!

# Salt Water SPORTSMAN SEMINAR SERIES



<b>MOHEGAN SUN CASINO</b>	
☀️ Uncasville, CT	January 7
☀️ New Bern, NC	January 14
☀️ Orlando, FL	January 21
☀️ Islamorada, FL	January 28
☀️ Annapolis, MD	February 4
☀️ Tinton Falls, NJ	February 11
☀️ Baton Rouge, LA	February 25
☀️ Portland, ME	March 10

**Presenting Sponsorships**  
**\$27,500**

**Standard Sponsorships**  
**\$21,000**

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Contracts due by August 30, 2011