

# ON-SITE EXPOSURE & ELEMENTS

## NEW SMYRNA BEACH, FLORIDA Memorial Day Weekend

Participants come to FishStock to immerse themselves in the water-sports and fishing lifestyle. FishStock a truly unique experience for people of all ages.

### TWO TOURNAMENTS

(Inshore and Offshore)



- More than 500 anglers and 200 boats compete for more than \$100,000 in cash and prizes
- New Smyrna Beach/Daytona Beach Striker Tournament is the largest event in Central Florida
- Redfish-Trout Challenge growing at a rate of 25% yearly and has become the largest inshore event in Florida

### FISHING SEMINARS AND CLINICS



- Anglers learn from the best captains and the most respected authorities in the sport
- Panel discussions led by editors will inform and empower
- Hands-on workshops

### BOATS



- Draws affluent fishermen and their families
- The latest in boats, electronics and accessories on display and on sale
- National and local sponsors participate

### KIDS ACTIVITIES



- Young fishermen learn what's under the water, how to tie knots and cast fishing rods
- Interaction with experienced anglers
- Teaching about conservation
- Instilling respect and enjoyment for the sport

### PARTICIPANTS



- Thousands in attendance buy everything from rods and reels to boats and motors
- The core enthusiasts come to FishStock to learn, enjoy and experience the sport

### CHARITIES AND CAUSES



- Raising awareness of the conservation issues
- Raising money to support worthy causes
- Chance to partner your company with these causes
- Silent auction



# FISHSTOCK

## THE TOTAL SALTWATER EXPERIENCE

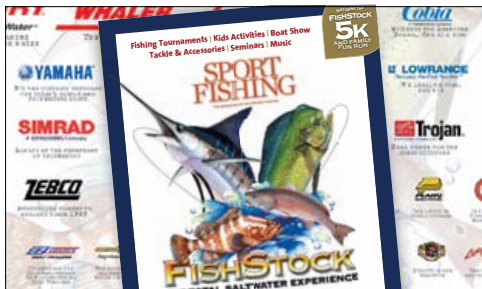
## MARKETING & PROMOTIONS

### NATIONAL FISHSTOCK ADVERTISEMENTS



- 6 month marketing campaign
- Sport Fishing, Marlin, Fly Fishing in Salt Waters, Salt Water Sportsman and Boating Brands
- Brand your company with logos and products
- 5.1 million audience

### EVENT MAGAZINE



- Program guide distributed locally and is available as a pdf download from FishStock.com
- Advertisement and logo available with your sponsorship

### TV COVERAGE



- Running 90 days out for maximum impact on Sun Sports network
- On-site live local news television promotes the daily events

### WEB



- FishStock.com provides complete information on the tournaments and events
- Sponsors' logos with "click-thru" to your respective sites
- Follow-up coverage after event

### IN-MARKET CAMPAIGN



- Flyers, posters and more distributed throughout the region
- Television commercials and newspaper ads
- Local in-store campaigns
- Custom programs designed to drive traffic and sell products

### ON-SITE BRANDING



- Booths to display and sell your product
- Signage throughout location
- Banners and logos strategically placed
- Interactive opportunities

## WHY FISHSTOCK IS A SUCCESS.

Bonnier Corporation is an experienced and dynamic multi-media marketing organization. We harness the power of magazine and custom publishing, Internet, e-mail marketing, cable television programming and event marketing to achieve strong results for our sponsors.

## FISHSTOCK IS DESIGNED FOR THE SPONSOR.

Hands-on marketing makes FishStock a unique and highly effective sales tool. Participants are able to touch, feel and interact with your products while having your experts answer questions. This one-on-one marketing opportunity supported by an extensive multimedia campaign makes FishStock an event you can't miss.