



US Army Corps
of Engineers®

Partnership



FISHING LEAGUE WORLDWIDE



OUR STORY

FLW is the world's premier tournament fishing organization providing unparalleled fishing resources and entertainment to our anglers, partners, fans and host communities. We are committed to a lifestyle experience that is the best in fishing, on and off the water. This is accomplished through a variety of platforms including tournaments, expos, international media and creative marketing strategies.

The Army Corps of Engineers and FLW partnership began in 2013 to promote conservation and appreciation for the outdoors, provide water safety and boating education to the public, and connect the public with parks and outdoor activities, with a particular focus on fishing.



THE POWER OF FISHING

FISHING IS A FAVORITE RECREATIONAL ACTIVITY IN THE UNITED STATES WITH AN ESTIMATED 60 MILLION AMERICANS CONSIDERING THEMSELVES ANGLERS.

IT'S A WIN-WIN.

Partnering with FLW provides the ACOE a unique opportunity to directly connect with its target demographic and build awareness of key messages like water/boater safety.

The ACOE can interact face to face with tens of thousands of fishing enthusiasts at FLW tournaments and events nationwide. Event participation shows your dedication to anglers and host communities.



FISHING ENTHUSIASTS

GENERAL FACTS AND FIGURES

- Americans make 904 million fishing outings a year¹
- More than 1 out of 5 U.S. adults are Fishing Enthusiasts²
- Recreational Fishing – both fresh and saltwater combined – ranks higher in participation than bowling or playing basketball, softball or soccer³
- More than 21 million Fishing Enthusiasts are Female²
- More than one-third (34%) of Fishing Enthusiasts are in the 18 – 34 age group²
- Fishing Enthusiasts represent more than 25% of the population with an annual household income of \$75,000+²

ECONOMIC IMPACT

- Recreational fishing has a \$115 billion impact on the nation's economy³

1. Recreational Boating and Fishing Foundation Survey
2. Scarborough Research
3. Sportfishing in America



FLW CIRCUITS

FLW OFFERS **TOURNAMENTS ACROSS THE COUNTRY** CATERING TO ANGLERS OF ALL LEVELS – FROM THE “WEEKEND WARRIOR” ALL THE WAY TO THE FULL-TIME PROFESSIONAL ANGLER.



FLW TOUR

As the world's premier bass-fishing circuit, the FLW Tour features 150 professionals and 150 co-anglers competing for the sport's biggest payouts.

MAJORS | FOUR-DAY TOURNAMENTS

8 EVENTS INCLUDING THE FORREST WOOD CUP
WORLD'S TOP PROFESSIONAL ANGLERS



COSTA FLW SERIES

This series featuring the sport's emerging stars competing for big money and priority entry into the FLW Tour. Average participation is 350 anglers per tournament.

MINORS | THREE-DAY TOURNAMENTS

5 DIVISIONS | 16 EVENTS



T-H MARINE FLW BASS FISHING LEAGUE

Grassroots meets big money in this nationwide league devoted to weekend anglers. Average participation is 260 anglers per tournament.

WEEKEND | 1- AND 2-DAY TOURNAMENTS

24 DIVISIONS | 128 EVENTS



YETI FLW COLLEGE FISHING

The country's largest circuit for collegiate bass anglers has grown from 90 colleges in 2008 to now over 700 colleges with registered teams. FLW set a new record in 2016 for the largest collegiate fishing tournament ever held with 203 teams.

COLLEGE | 1- AND 2-DAY TOURNAMENTS

5 DIVISIONS | 17 EVENTS



HIGH SCHOOL FISHING

Launched by FLW and The Bass Federation in 2011, High School Fishing is the largest student-angler initiative in history. It remains the only national program of its kind, consistently recruiting a record number of new anglers and their families to fishing each year.

HIGH SCHOOL | 1-DAY TOURNAMENTS

65 EVENTS





THE WORLD'S PREMIER BASS-FISHING TOURNAMENT CIRCUIT.

MAJORS | 4-DAY TOURNAMENTS

8 EVENTS (Including the Forrest Wood Cup)
WORLD'S TOP PROFESSIONAL ANGLERS

All four days held lakeside with the addition of the FLW Expo on days 3 and 4.

FORREST WOOD CUP

3-day championship featuring anglers qualifying from The FLW Tour, FLW Series, BFL, FLW College Fishing and The Bass Federation (FLW's partner in fishing).





TOURNAMENTS WHERE THE SPORT'S EMERGING STARS COMPETE FOR BIG MONEY AND PRIORITY ENTRY INTO THE FLW TOUR.

MINORS | 3-DAY TOURNAMENTS 5 DIVISIONS | 16 EVENTS

Eleven (10 from the U.S. Divisions and 1 from the International Division) anglers advance to the Forrest Wood Cup based on their performances at the FLW Series Championship.





GRASS ROOTS MEET BIG MONEY IN THIS NATIONWIDE LEAGUE DEVOTED TO WEEKEND ANGLERS.

WEEKEND | 1- AND 2-DAY TOURNAMENTS

24 DIVISIONS | 128 EVENTS

1-day qualifying tournaments with 200 boat fields (four per division) plus a 2-day super tournament (one per division)

3-day regional championships featuring the top 50 boaters and co-anglers from each division with the top 6 boaters and co-anglers advancing to the BFL All-American (championship).

3-day BFL All-American crowns the nation's top weekend angler who also advances to the Forrest Wood Cup.





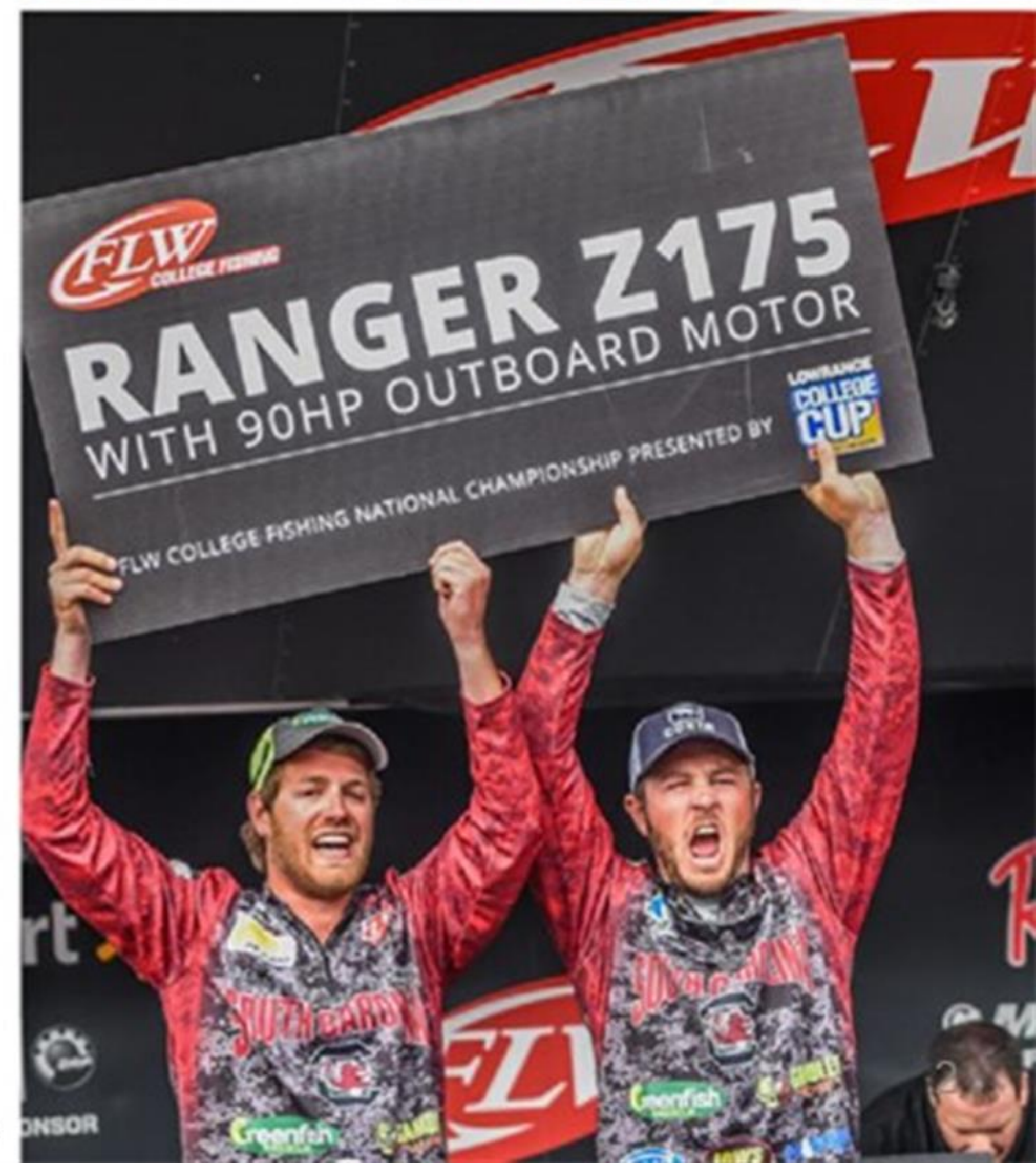
THE COUNTRY'S LARGEST COLLEGIATE CIRCUIT.

COLLEGE LEVEL TOURNAMENTS

5 CONFERENCES | 17 EVENTS

701 colleges register to compete in three 1-day qualifiers in per conference plus a 2-day Open for teams from all conferences.

3-day National Championship featuring top teams from each conference and the Open competing for the title of Champion and advancement to the Forrest Wood Cup





THE LARGEST STUDENT ANGLER INITIATIVE
IN HISTORY, FORMED BY FLW IN
CONJUNCTION WITH THE BASS FEDERATION

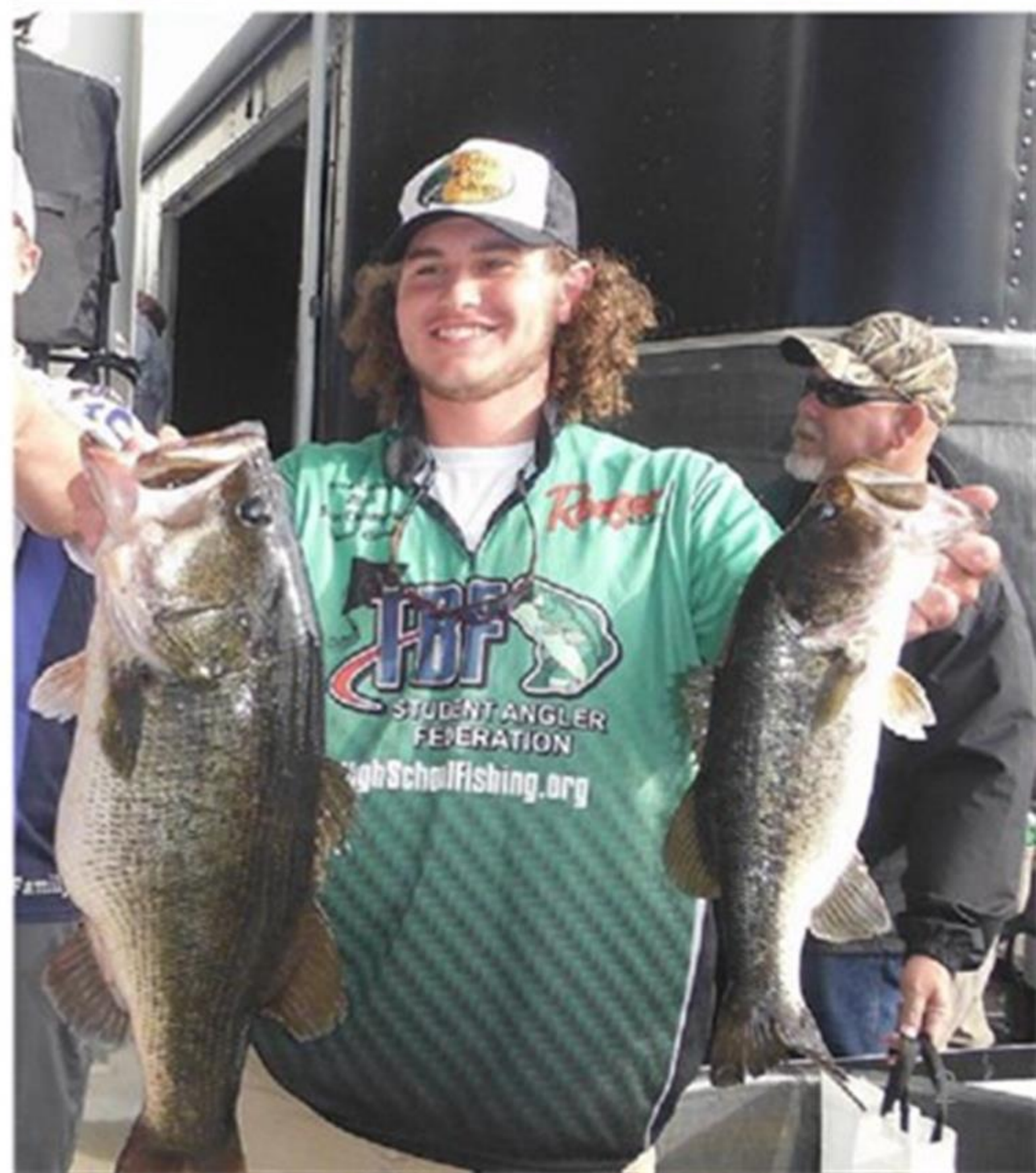
HIGH SCHOOL LEVEL TOURNAMENTS

74 EVENTS

Opens, Challenges and State Championships
advance the top 10 percent of teams to the National
Championship.

The National Championship team receives a
\$10,000 scholarship (\$5,000 per student).

More than 15,000 students participated in 2016.





HIGH SCHOOL FISHING IS ONE OF THE FASTEST GROWING HIGH SCHOOL SPORTS IN THE NATION.

- A high school bass fishing championship is held in every state in the continental United States plus the province of Ontario, recruiting a record number of youth to the sport
- This is the only national High School Fishing program
- In 2011: 930 Students representing 385 teams participated
- In 2012: 2,790 Students representing 657 teams participated (200% growth) in 39 states
- In 2013: 5,724 Students representing 1,270 teams (93% growth)
- In 2014 : 10,000 students (80% growth) representing 1,600 teams in 47 states and Ontario
- In 2015: 13,000 students competed
- In 2016: 15,520 students participated nationwide
- Illinois and Kentucky sanction fishing as an official high school sport
- Support of high school fishing programs offers the entire fishing industry a platform to grow participation, not only among students, but also their parents and grandparents
- HighSchoolFishing.org and CollegeFishing.com together receive nearly 1 million page views per month



FAN CONNECTION



FLW'S TELEVISION SHOW IS ONE OF THE TOP-RATED OUTDOOR SHOWS AIRING ON THE NBC SPORTS NETWORK.

The FLW television program is broadcast to more than 89 million households nationally on the NBC Sports Network. NBC Sports Outdoors features the best field sports programming on television and is a destination for sports fans, athletes and sportsmen to find exclusive, competitive events that audiences can't find elsewhere.



FAN CONNECTION

MAGAZINE

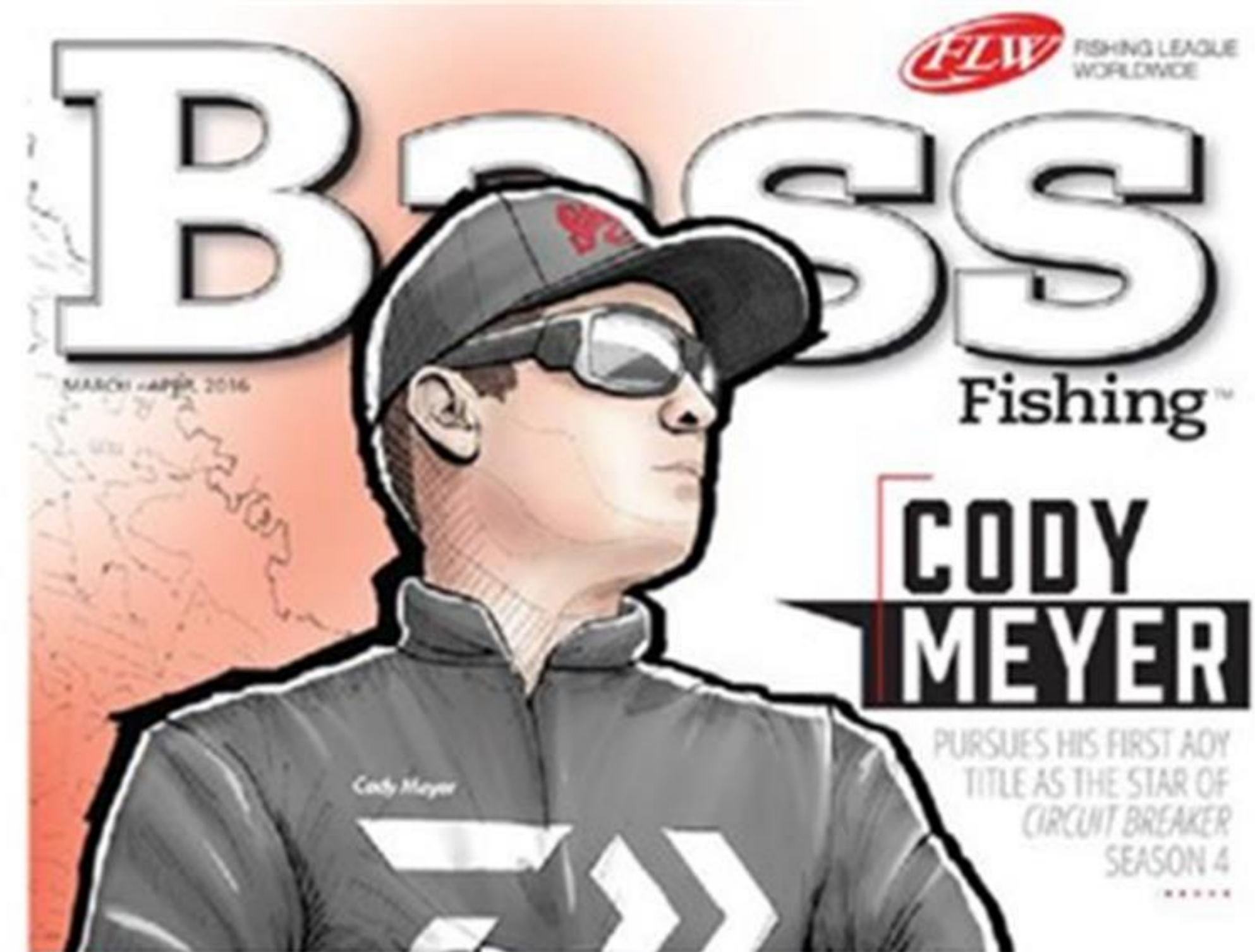
Produced eight times per year, FLW Bass Fishing magazine reaches more serious competitive anglers than any other title. In addition to traditional hard copy distribution, FLW Bass Fishing is also available in an online version with embedded video features and the opportunity for partners to link back to their sites.

SOCIAL MEDIA

As part of FLW's integrated marketing communication, social media has quickly emerged as an important marketing and communications vehicle. With the ability to engage fans and consumers in real-time, messages and content can spread instantly.

WEB SITE

Flwfishing.com is your one-stop shop for all things fishing and tournament related, including live tournament coverage, feature stories, how-to video tips and event information.





THE FLW FOUNDATION CONNECTS AMERICA'S YOUTH TO THEIR NATURAL RESOURCES AND PROMOTES EDUCATION, CONSERVATION AND AN ACTIVE LIFESTYLE

- Provide funding and support for high school and college initiatives relevant to conservation, fishing and outdoor activities
- Support youth fishing recruitment, retention and reactivation programs through Unified Fishing Derbies and Community Outreach visits by professional anglers
- Foundation funding also supports boater safety and conservation programs to enhance aquatic habitat and sustain quality fisheries.



ACTIVATION



**US Army Corps
of Engineers®**

FLW BRINGS ANGLERS, FAMILIES AND FANS ACROSS THE COUNTRY TOGETHER THROUGH THE FOLLOWING ACTIVATIONS TO PROVIDE PARTNERS LIKE THE ARMY CORPS OF ENGINEERS WITH QUALITY FACE TIME.

- FLW Expos
- Weigh-ins
- Registration Meetings
- Pro Days
- Store Grand Openings
- #ReelFun Fishing Expos
- Retailtainment
- Unified Fishing Derbies
- Get Outdoors. Go Fish! Seminars



ACTIVATION



US Army Corps
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PARTICIPATING USACE LAKES:

- LRL: Barren River, Monroe, Patoka
- LRN: Barkley, Center Hill, Cumberland, Dale Hollow, J Percy Priest, Old Hickory
- MVK: Greeson, Ouachita
- MVP: MS River La Crosse
- MVS: Rend, Shelbyville
- NAE: Lake Champlain
- SAJ: Okeechobee
- SAM: Lanier, Seminole, Walter F George
- SAS: Hartwell, Thurmond
- SAW: Falls, John H Kerr
- SWF: Sam Rayburn
- SWL: Arkansas River, Beaver, Dardanelle, Table Rock
- SWT: Eufaula, Fort Gibson, Texoma

CONTACTS

To activate at a future FLW event or to learn more about our partnership, contact:

College Fishing:

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All Other Circuits:

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