## Our Goal

Madison bass club is an organization comprised of local anglers in Madison, WI who share a common interest in tournament bass fishing. The goal of our club is to increase the education and skill of its current members, while also actively recruiting new members to join. We also promote safe boating and fishing practices, along with strict adherence to DNR regulations. We encourage community participation in our club through open bass tournaments (two per year). We also promote youth and conservation projects. Our club also strives to advertise and promote our partnering companies and organizations during our club events and also online through our club website and Facebook page.

## Our Events

The Madison Bass Club hosts a number of meetings, club tournaments, and open tournaments each year. We typically meet once a month to discuss club activity. We hold eight club tournaments through out the Wisconsin fishing season. We also hold two open tournaments (Spring Fling, and Fall Classic) each year along with a big bass open tournament every Wednesday evening on the Madison Chain of Lakes (May-September).

## Advantages of Sponsorship

We promote our sponsors both on and off the water. Each year we have a main sponsor for our annual open tournaments (Spring Fling and Fall Classic). These Sponsors receive spotlight advertising as the host of the tournament, name exposure on our tournament brochures, and are promoted on our website and Facebook page. In addition to our host sponsors, we also offer advertising space to multiple sponsors on our brochure, along with online advertising space (both club website and Facebook page). Lastly our members are encouraged to purchase products and services from our sponsors, as well as promote our sponsors’ products and services to potential customers outside of our club.

## Online Exposure

We have two online resources that our bass club uses routinely. We have both a club website and a Facebook page. Both are maintained regularly and reach a large audience base. The club also has an analytics program that will produce return on investment numbers on a daily basis. For current numbers, please contact our online content manager via our club website.

## Expectations of Sponsor

The Madison Bass Club is proud to advertise and promote their sponsors. In order to do that effectively, the club needs a few things from the Sponsor.

1. Contribution to the club (i.e. monetary support, service(s), or product(s)).
2. Length of Sponsorship (ie 1 year)
3. Media files (logo or images) that we may use to promote your business online and on our flyers/signs
4. Contact Information including a phone number, address, and email address
5. Any special considerations, contingencies, or circumstances of sponsorship

## Agreeable Terms

Once Madison Bass Club and our sponsor have come to an agreement on the level and the expectations of the sponsorship, the sponsor will fill out a form declaring both contribution and effective date(s) and submit it to Madison Bass Club. In return, Madison bass Club will provide an itemized receipt of sponsorship and any other information that is applicable to the partnership. Madison Bass Club reserves the right to terminate any agreement in which the Sponsor does not uphold any part of the agreement. There will be no refunds of sponsorship.

## Future Business

The Madison Bass Club would like to thank you for choosing to partner with us and we hope to help grow your business through hard work, communication, and tournament bass fishing.

If you have any questions at all please feel free to contact our club. Three helpful contacts will be listed below for your convenience. Also please visit our website (www.madisonbassclub.com) or Facebook page (www.facebook.com/madisonbassclub) for further updates, contact info, and events. Thanks again for choosing Madison Bass Club. Hope to see you on the water.

**President/Treasurer:**

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**Vice President:**

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