

**SHOWCASING COMMUNITIES SINCE 1986**



**AIRING ON 'THE OUTDOOR CHANNEL', WFN,  
AND THE SPORTSMAN CHANNEL  
63 MILLION SUBSCRIBERS STRONG**

**How would you like to have  
2 Pros and Legends represent  
your lakes, rivers,  
and natural resources to  
prospective  
visitors across the US?**

# **Charlie Ingram and Ray Brazier are proud to bring you Fishing University.**



## **“Celebrating 32 Years of Teaching America To Fish!”**

In their own boats, they hit the water. Accompanied by friends and professionals in the industry— the games begin. On Fishing University, viewers are engaged in a competitive show that is packed full of ‘how to tips’. Not only is the show exciting, but it also lets people in on tricks of the trade from some of the very best. To add another dynamic to the situation, each boat is given a tackle box filled with identical tackle. This eliminates any tricks that one may have up their sleeves and forces them to rely on pure talent, and maybe a little luck.



## **Fishing Pro & Show Host, Charlie Ingram**

With over 40 years experience as a professional angler, Charlie Ingram is a fixture in every bass tournament trail in America.

Charlie Ingram is one of the only bass pros to have ever taken a President out fishing. As a matter of fact, both Presidents George Bush fished with Ingram as secret service agents followed their every move in boats of their own! During the outing which was being filmed for his TV show, "Fishing University", he caught the largest bass he ever caught, weighing in at 12 pounds! "I didn't mean to show up the President--- it just happened!", Ingram said.

In the history of BASS, only 11 pros have posted back-to-back victories --Bill Dance, Roland Martin, Charlie Ingram, John Powell, Gary Klein, Jim Bitter, Mike McClelland, Denny Brauer, Shaw Grigsby, Dean Rojas and Davy Hite. Charlie has posted four BASS wins, two FLW championships, and has fished in five FLW Cup Championships and eight BASSMASTER Classics.

He is a professional speaker featured at workshops, seminars, hunting and fishing events and has appeared in major publications including FLW Outdoors, Outdoor Life, BASS, North American Fisherman, Bassmaster, Fishing Facts, and Bassin'. He was inducted into the "Legends of the Outdoors Hall of Fame" in 2010 and served on the Board of Directors for the PAA.

# Still a Major League Player!



TV Show host, farmer, wildlife preservationist, entrepreneur, inventor, businessman and a champion angler-- those are the words most use to describe Charlie Ingram, who after 40 years in the sport is still among the best in tournament bass angling.



The 2015 FLW Tournament Series proved just that for Ingram, finishing 38<sup>th</sup> in the nation and in 2016 in the FLW Tournament Series finishing 42<sup>nd</sup> in the nation! In 2017 Ingram will be fishing the both the B.A.S.S. and FLW tournament trails.



## **Fishing Pro & Show Host, Ray Brazier**

Ray Brazier is a veteran tournament angler with twenty-five plus years experience. He gained recognition in the early years as the engineer that could tweak a boat to its fastest speed. He was surrounded by some of the fastest people in the world on water such as Jerry Jaco and Darrus Allison.

When B.A.S.S. introduced the WFC- World Championship Fishing- of course, Ray was among those chosen. In the first event, anglers fished the first half of the day and then with the same boat, ran a slalom course, with the fastest time around the course winning the event. That first WFC paid \$200,000! From that Ray went on to work with Earl Bentz and his team of seven Triton Pro Staffers and was eventually hired by Honda as a performance engineer. He has worked with propeller companies and other performance related industries all over the US because of his skills that are in such high demand. Thanks to Brazier's motocross and maritime racing experience, he is uniquely qualified to get the most out of a bass boat. He could probably build one from scratch if he had to, including the outboard. For more than 25 years, he has made his living exclusively through the fishing industry.

# High Energy and A Need For Speed



From Motorcross to Maritime Endurance Races, Brazier has always come out on top.



Brazier endured the jolting jumps and inevitable crashes for nearly 20 years. Brazier competed in maritime endurance races from 200 to 550 miles in length. His division was open to 20-foot, V bottom hulls powered by souped-up 150-hp outboards.

The rules required that the boats weigh 1,800 pounds dry and carry 50 gallons of fuel. Brazier claims that his Allison would hit 95 mph with two drivers and a full fuel tank and 98 mph when running "light."

"I could have topped 100 mph, but I couldn't keep the gear case from blowing out," Brazier said. The most brutal races that Brazier competed in were on the Mississippi River where he would have to negotiate eight to 10 sets of barge wakes. When a barge makes time pushing a heavy load it creates tall wakes.

As Brazier raced over those rollers, he would "slow down" to 70 mph. Each wake would launch his boat into the air like a water skier over a jump.

"I have, literally, passed other racers while my boat was flying 20 feet above the water," Brazier said.



Today, besides fishing in the B.A.S.S. Opens and filming his TV Show, "Fishing University", he works both Nascar and Indy Race Events for sponsors. If your company wants a celebrity with high energy, highly knowledgeable in all types of racing- both on the water and on the track, with a successful marketing record for all types of sponsors, Ray Brazier is that person.



Fishing University is proud to start our 32nd year, airing 3 times per week on the Outdoor Channel, 3 times per week on the Sportsman Channel and 5 times per week on WFN-World Fishing Network in January 2018. These programs reach a total of 63,000,000 households. When you look at the numbers, these outdoor sportsman channels deliver an active male audience with high disposable income.

These viewers spend more time on the water than viewers of competing networks. This active viewership translates into a large audience of active consumers of your products. The reason they are able to maintain such a loyal audience is because they give the viewers what they want, unlike NBC Sports-- by a wide margin. Our sponsors can attest to the effectiveness of commercial and episode product placement. Fishing University has a proven record of driving consumers to our sponsors' products. Our ability to demonstrate, educate, and entertain our audience, proves our show format is effective. Partnering with these networks has given us the perfect venue to expand our reach to target the hard core angler. Let Fishing University promote, demonstrate, and educate our viewers about the features and benefits of your company & products.

# Bass fishing is big!

- \* The Bass Anglers Sportsman Society (B.A.S.S.), the pro circuit whose 11 tournaments climax with the Bassmaster Classic, says on average 30 million people apply for fishing licenses each year. Their impact on the U.S. economy is roughly \$50 billion. In 2016, the average fisherman spent \$1,000 on tackle alone.
- \* "If sport fishing were a corporation it would place 13th on the Fortune 500 list of America's largest businesses."  
U.S. Fish and Wildlife Service in its annual report, 2014.
- \* "Nearly 30 million Americans fish for bass...corporate sponsors and television are ready to elevate professional bass fishing – and thereby the whole sport – to the next level."  
Forbes.com (July 8, 2016)
- \* "Marketers are solidly hooked on the brand loyalty and spending power demonstrated by hardcore anglers"  
USA Today "Hooking A Monster" (March 14, 2016)

# Fishing University 2017 Impressions Breakdown

	Impressions	Media Value
Print Publications	1,822,576	\$249,692.91
Internet	2,471,868	\$338,645.91
Television	63,000,000	\$8,631,000.00
Travel exposure (82,486 miles) average 112**visual impressions per mile traveled (\$1.55*** per mile impression value)	9,238,432	\$1,265,665.10
Miscellaneous Impressions - Weigh-in / Angler Alley / Outdoor Shows / In Store / Other Promotions	141,589	\$19,397.69
<b>Totals</b>	<b>76,674,465</b>	<b>\$10,504,401.00</b>
	<b>Value per impression</b>	<b>\$0.137</b>

\*The Outdoor Channel, Sportsman Channel & WFN have 63 million viewers

\*\* SOURCE: American Trucking Association, studies claim that a wrapped vehicle generates as many as 112 visual impressions per mile traveled

\*\*\* ESPN States a value of \$1.55 per mile traveled (source 2015 Bassmaster Elite Series Angler Sponsor Presentation)

## Additional Appearances at the following hi-profile venues:

- \* Miami International Boat Show
- \* Daytona Motor Speedway
- \* Bassmaster Classic
- \* I-CAST
- \* Talladega Motor Speedway
- \* FLW Championship in Atlanta, GA
- \* Atlanta Motor Speedway
- \* Multiple Indy Series Races
- \* IBEX

## ANGLER PROFILES AND STATS

"**Angler Profile** is just one step in an ongoing effort to improve our fishing statistics program, an important resource for our industry members and sportfishing partners," said Mike Nussman, President and CEO of the American Sportfishing Association. "The **Today's Angler Series** will give us a better understanding of our customers, help with sales and marketing, and show the important contributions of fishing to our society."

### Information from the new report includes:

- \* The average age of anglers is between 42-56 years old; however, anglers from the Northern Plain states tend to be significantly older.
- \* Saltwater anglers tend to be more generalists, unlike freshwater anglers, for whom bass is by far the most popular species.
- \* southeastern anglers spend the most money on fishing tackle. Western anglers spend the fewest days on the water but rank second in their spending habits.

### Spending and Age

According to the consumer Expenditure Survey, expenditures for fishing and the related equipment varied according to age. On the low end, people 25 and younger had 'fishing' budgets that averaged \$1,221, and consumers 75 and older spent an average of \$1,334. The biggest fishing spenders were between 40 and 59, who averaged \$3,050.



# **What We Can Offer Spotsylvania, VA**

## ***Location or City Sponsor***

- \* As the shows are being filmed, the hosts- Charlie Ingram & Ray Brazier, will talk about WHERE they are numerous times throughout the 30 minutes. Then we will film a 90 second spot using Tourism/City/County personnel talking about the highlights of the area. Our film crew will take footage of the area that will run as the Tourism/City or County personnel is talking on screen. The show will air 6 times.

While there, we do a 90 second segment in each show featuring a high school from the location where we are shooting. We take the film crew and celebrities and invite someone from your state that works in the outdoors and talk to the kids about the importance of getting a good education and careers in the outdoors.

For example, we may bring in the State Director of Tourism or someone from the State Fisheries Department. We offer question and answer time and literally tell them what schools around their location offer majors in these types of jobs--- communication, marketing, biology, wildlife management, animal husbandry, etc.....it's a fantastic program. We are usually at the school or organization about an hour.... not any longer. And, then that school is featured on the show. This High School / College Program is a huge hit with schools across the country!

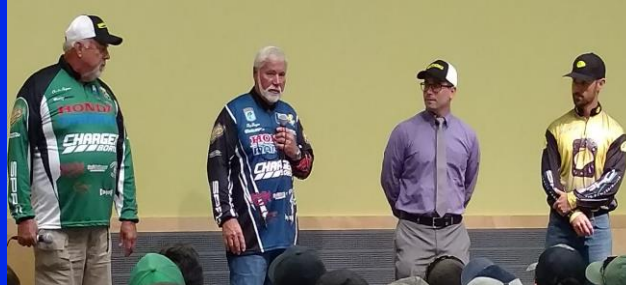
The cost to your community is \$6,500 and 7 hotel rooms for 3 nights unless Mother Nature does not cooperate! The balance or payment is not due until January, 2019 or even later if need be.

### **Includes the following:**

- \* 44 airings of the TV show featuring your city or county between January, 2019 and December, 2019
- \* A full 90 second infomercial featuring your tourism personnel and your city highlights
- \* Numerous mentions of their location throughout the show
- \* Hour long school visit at a school by the celebrities to talk about "Careers in the Outdoors"
- \* Website presence featuring attractions in and around your area with links to your website ([www.fishingu.com](http://www.fishingu.com) and facebook is fishing university)

# "Back To School"

**Sponsors and Tourism Professionals have the opportunity to share their love of the outdoors with students**





Filming the "Make Me A Star" Championship on Carters' Lake In Ellijay, GA with winners Trent Lohr & Joe McClosky and 2<sup>nd</sup> place finishers, Jordan Smallwood & Wes Irwin



Elite Pro, Chris Lane, visiting with some of his smallest fans during a "Meet & Greet" in Texarkana, TX



Filming with Legend & Pro, Jimmy Houston and Larry Rencken, VP Sales with Raymarine at Ray Scott's Trophy Bass Lake



Filming commercials for O'Reilly Auto Parts

# Our Happy Sponsors



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# Our Fantastic 2017 Location Sponsors



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