

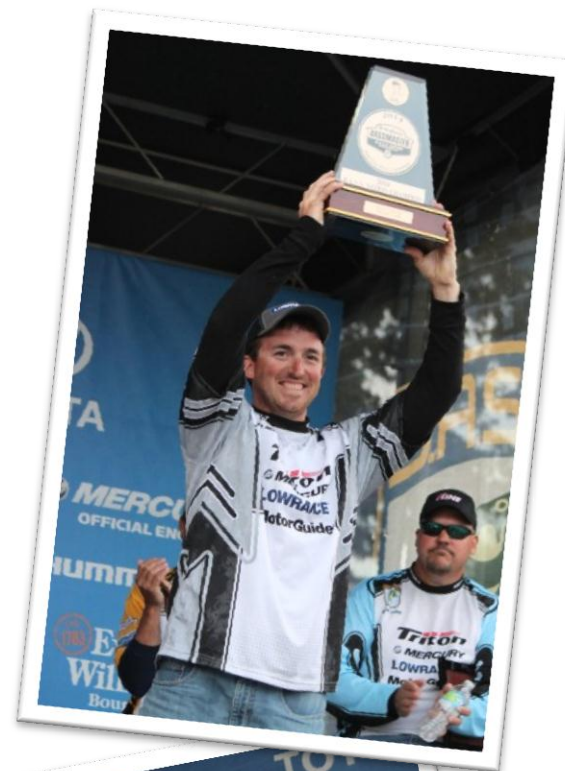
B.A.S.S. Nation Tournament Series—improving in 2016 ...

To better serve anglers and our partners

In 2016 B.A.S.S. will launch an all-new B.A.S.S. Nation tournament structure that will ...

- 1. Provide the best possible competitive fishing program for our B.A.S.S. Nation tournament anglers**
 - Pro Am style events
 - Offer opportunities for more members to compete at both the Regional and Championship level
 - Increase value for B.A.S.S. Nation Classic contenders through the **B.A.S.S. Nations Best*** program
- 2. Promote Membership growth**
- 3. Deliver new opportunities to our sponsors**
 - Fewer tournaments with a larger field give sponsors the opportunity to activate at fewer events, yet reach more anglers
 - New prize structure for B.A.S.S. Nation Championship offers sponsors year-long branding on the Elites and Opens stage via the **B.A.S.S. Nations Best*** program
- 4. Build B.A.S.S. Nation within the industry via the exposure B.A.S.S. Nation will receive, along with our sponsors, in the B.A.S.S. Nations Best* program**

*Information follows.

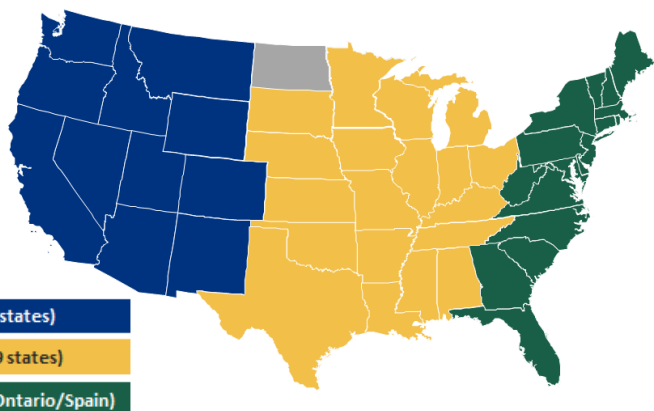


B.A.S.S. Nation Tournament Series—improving in 2016 ...

Tournament structure

B.A.S.S. Nation Regionals—Three Tournaments (West/Central/East)

- Bassmaster **Opens style events**, i.e., Pro Am (boater and non-boater designation)
- Each state team consist of **10 boaters and 10 non-boaters—20 anglers** (up from 12 currently); creating a larger field of competitors and more excitement
- Three-days of competition
- **Prizes**
 - Anglers fish for individual prizes (TBD)
 - Top state team in each Regional wins a boat/motor package
- **Advancing to the B.A.S.S. Nation Championship**
 - Top boater and non-boater from each state advance
 - Additional boater/non-boater spots awarded to states meeting specified criteria (TBD—likely based on state membership size; gives more anglers the opportunity to compete at the Championship level); to incent growth beginning in year two



B.A.S.S. Nation Championship

- Three-days of competition
- **Non-boater Champion** crowned after day two:
 - Advances to final day of competition and chance to compete for Classic berth
 - Trophy
 - Boat/motor package
 - Bassmaster Opens entry as a Pro or Co-angler
 - Bassmaster Classic marshal spot
- **Boater Champion** crowned after day three:
 - Cut to field of top 10 + top 2 regional leaders and non-boater champion on final day (up to 16 competitors); paired with Marshal
 - First/Second/Third place finishers win
 - Bassmaster Classic berth
 - Bassmaster Opens entry as Pro in division of choice
 - Boat and motor package for personal use
 - **“B.A.S.S. Nations Best”** package
 - **PLUS**, the **first** place winner will also get a Bassmaster Elite Series berth for the following season



B.A.S.S. Nations Best

Bringing more value to anglers and our sponsors

"B.A.S.S. Nations Best"

- Truck/boat/motor package for first/second/third place finishers of the B.A.S.S. Nation Championship
- Beginning with the Classic and throughout the year, the three anglers will run rigs wrapped for competition with **"B.A.S.S. Nations Best"** graphic and logos from truck, boat, motor, and other companies providing prizing/sponsoring **"B.A.S.S. Nations Best"**

Benefits to participating sponsors

- **"B.A.S.S. Nations Best"** delivers year-long branding for sponsors providing the anglers' trucks/boats/motors and other essential competitive fishing gear
- Coverage of the program and supporting sponsors across B.A.S.S. platforms will deliver impressions via bassmaster.com, *B.A.S.S. Times*, *Bassmaster*, Television
- **B.A.S.S. Nations Best** and supporting sponsors promotion to B.A.S.S. Nation clubs and competition anglers
- PR release on **"B.A.S.S. Nations Best"** partners



In 2014, Bassmaster College series champion, Brett Pruitt, was awarded a new Toyota and a boat/motor to use during competition in 2015. B.A.S.S. Nation Championship 1st, 2nd, and 3rd place winners will get their **"B.A.S.S. Nations Best"** rigs in 2016 for the 2017 season!

NOTE: Some details subject to revisions as program continues to develop.