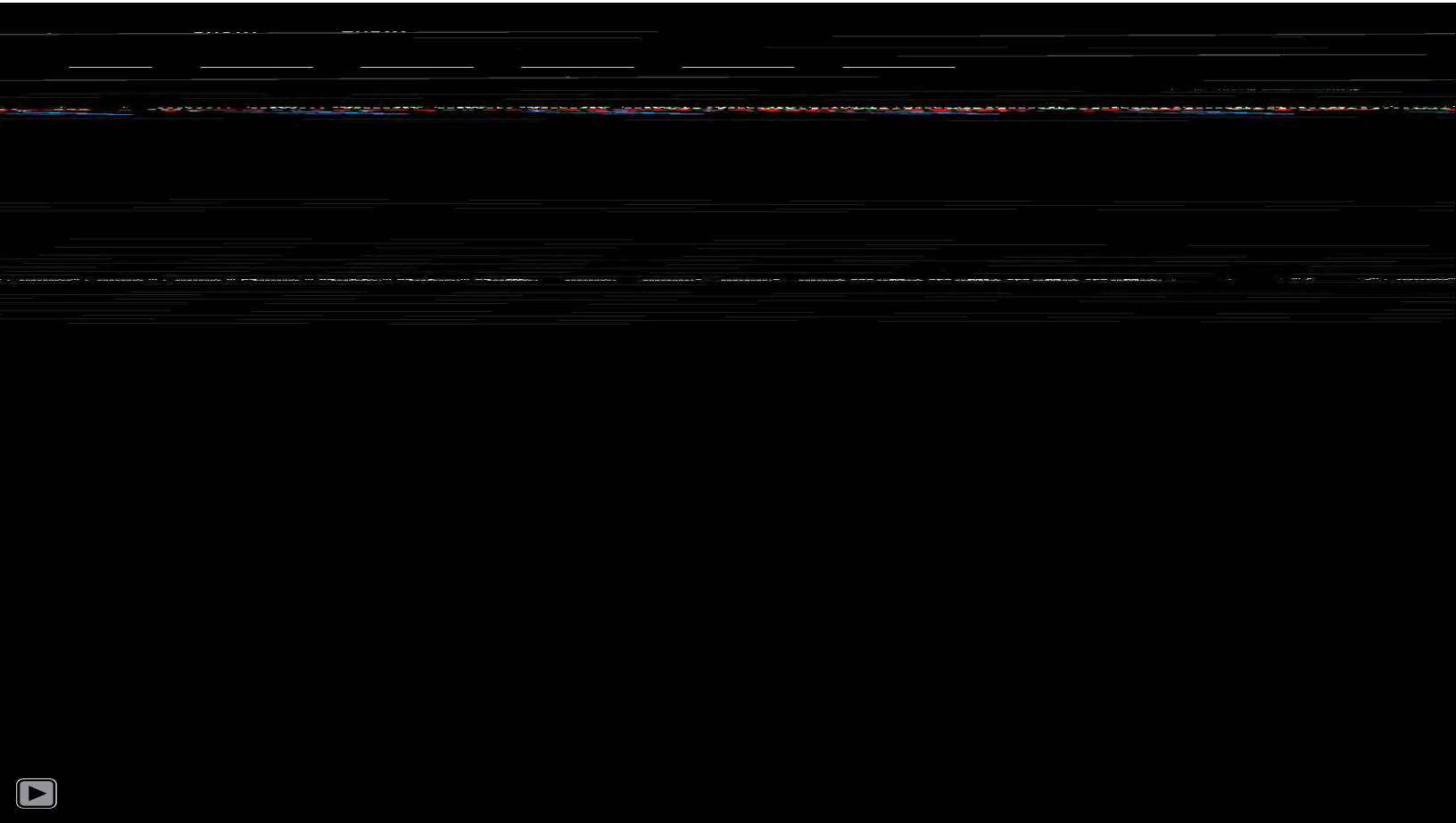




SITE SELECTION BID
2024

SFC



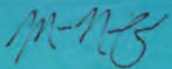
OVERVIEW

Sport Fishing Championship ("SFC") is excited to invite you to host our made-for-tv event that will showcase high profile athletes as they compete in a one-day offshore fishing competition. The location of The Catch will be limited to a premier fishing destination location, with the ability to accommodate sportfishing vessels, entertain VIP clientele, and secure production capabilities and resources.

SFC is the largest owner/media rights holder of saltwater fishing tournaments in the world. SFC tournaments and events provide our hosts the opportunity to showcase their championship town, promote its rich fishing history and fisheries, attract our core audience of anglers, while hosting an incredible event.

The information contained in this document provides the specifications for hosting The Catch, as well as essential information that will aid in the development of a creative, comprehensive, and competitive bid proposal.

On behalf of our SFC team, corporate partners, community champions and fans, we thank you for your interest in being the proud host of a Sport Fishing Championship event.



Mark E. Neifeld
CEO & Commissioner





2023 ANALYTICS

SFC

THE CATCH 2023 ROSTERS

TEAM
GYPSEA



CAPTAIN / ANGLER
**TAYLOR
SANFORD**



4X PRO BOWL
NE PATRIOTS LINEBACKER
MATTHEW JUDON

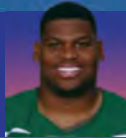


4X PRO BOWL
MN VIKINGS RUNNING BACK
DALVIN COOK

TEAM
**RISING
SON'S**



CAPTAIN / ANGLER
**JASELYN
BERTHELOT**



FIRST TEAM ALL-PRO (2022)
NY JETS DEFENSIVE TACKLE
QUINNEN WILLIAMS



4X PRO BOWL
DEN BRONCOS CORNERBACK
PATRICK SURTAIN II

TEAM
QUANTIFIED



CAPTAIN / ANGLER
**JUSTIN
DRUMMOND**



FIRST TEAM ALL-PRO (2022)
LA CHARGERS QUARTERBACK
JUSTIN HERBERT

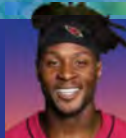


2X SUPERBOWL CHAMPION
KC CHIEFS DEFFENSIVE TACKLE
CHRIS JONES

TEAM
POLARIZER



CAPTAIN / ANGLER
BILL DAVIS



5X PRO BOWL
AZ CARDINALS WIDE RECEIVER
DE'ANDRE HOPKINS



2X PRO BOWL
PHI EAGLES WIDE RECEIVER
A.J. BROWN

SFC

OVERALL PERFORMANCE*

1.2 BILLION

PR/DIGITAL/SOCIAL IMPRESSIONS

\$2.9M

ESTIMATED SOCIAL VALUE

490K

CBS SPORTS AVERAGE VIEWERSHIP

*PR and digital exposure data comprised of Google Analytics, PRN, Siteworth and Statista. Social and broadcast data sources include Crowdtangle, Keyhole, native social analytics platforms and Zoomph. Includes mentions of #FritosTheCatch, @thesfc_official, sportfishingchampionship, and DeAndre Hopkins with multiple variants, and posts published by SFC's official social handles on Twitter, Instagram, Facebook, YouTube, TikTok from 3/20/23 - 4/21/23.

SFC

PRE-EVENT

PR / DIGITAL / SOCIAL

680M

TOTAL IMPRESSIONS

503

SOCIAL POSTS

\$772K

ESTIMATED SOCIAL VALUE

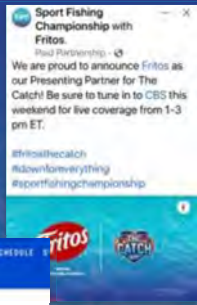
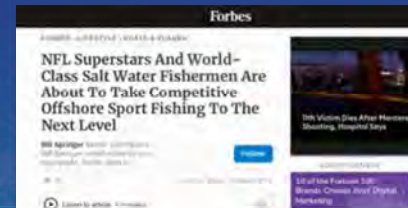
141K

SOCIAL ENGAGEMENTS

2.9%*

ENGAGEMENT RATE

*PER CROWDTANGLE, SAME DAY PRO SPORTS AVERAGE IS .8%



SFC

PRESENTING SPONSOR VALUE
CBS TWO-HOURS

490K

AVERAGE VIEWERSHIP

106

TIMES FRITOS ON-SCREEN

5.1

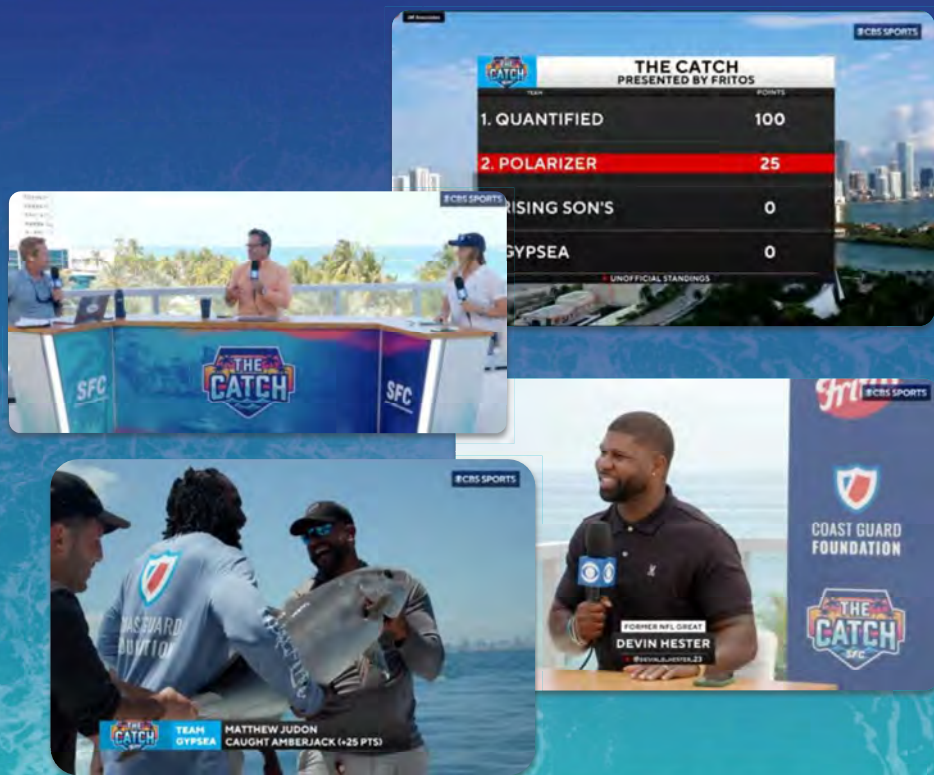
AVG. SECONDS FRITOS

545

SECONDS FRITOS VISABLE

\$245K

DISCOUNTED FRITOS VALUE



SFC

SATURDAY COVERAGE
PR / DIGITAL / SOCIAL

60.1M

TOTAL IMPRESSIONS

492

SOCIAL POSTS

\$1.8M

ESTIMATED SOCIAL VALUE

295K

SOCIAL ENGAGEMENTS

2.2%*

ENGAGEMENT RATE

@CHIEFS / @PLAYMAKER / @ESPN / @NFL
@CBSSPORTS / @TWITTERSPORTS / @SFC
EMBEDDED ON BOATS

*PER CROWDTANGLE, SAME DAY PRO SPORTS AVERAGE IS .8%



SFC

POST-EVENT
PR / DIGITAL / SOCIAL

435.3M

TOTAL IMPRESSIONS

312

SOCIAL POSTS

\$329K

ESTIMATED SOCIAL VALUE

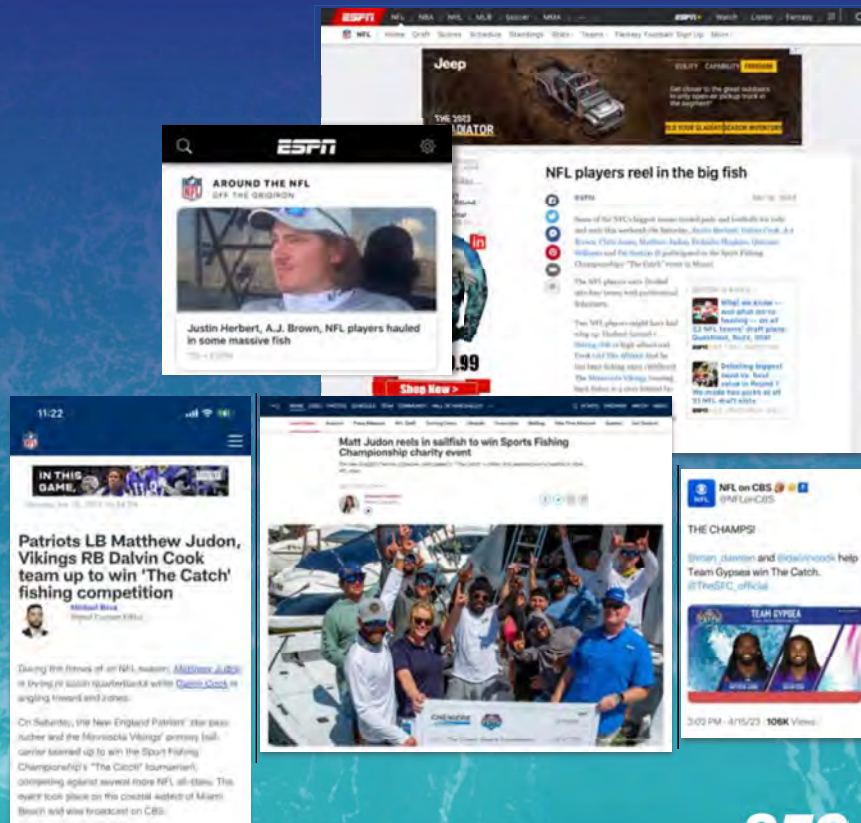
69K

SOCIAL ENGAGEMENTS

3.9%*

ENGAGEMENT RATE

*PER CROWDTANGLE, SAME DAY PRO SPORTS AVERAGE IS .8%



SFC

POST-EVENT
GOING VIRAL

5.9M

IMPRESSIONS

1.4M

VIEWS

11K

SOCIAL ENGAGEMENTS

\$48K

ESTIMATED SOCIAL VALUE

CBS Sports @CBSSports
DeAndre Hopkins knows how to use his body language to make a statement about where he may wanna head next 🤔🤔🤔 @ATCoveredPod

1.2M views

Trending in Football
DeAndre Hopkins
2,046 Tweets

Sports Illustrated @SportsIllustrated
DeAndre Hopkins evaluates possible trade destinations without saying a single word

New York Post Sports @NewYorkPostSports
DeAndre Hopkins 'doesn't want a raise' — and doesn't want to play for Jets

ProFootballTalk @ProFootballTalk
In a body-language-only exercise with @ATCoveredPod, DeAndre Hopkins expresses willingness to play for Chiefs and Bills, not Jets and Patriots.

John McClain @McClain16
DeAndre Hopkins indicates willingness to play for Chiefs or Bills, not Jets or Patriots - ProFootballTalk

SFC

PARTNER EXPOSURE
PR / DIGITAL / SOCIAL

92.5M

FRITOS SOCIAL IMPRESSIONS

\$2.8M

FRITOS ESTIMATED SOCIAL VALUE

1.7B

CGF / CHENIERE DIGITAL IMPRESSIONS

1B+

FONTAINEBLEAU DIGITAL IMPRESSIONS



SFC



BID SPECIFICATIONS

SFC

REQUEST FOR PROPOSAL TIMELINE

AUG 1, 2023	REQUEST FOR RFP
AUG 31, 2023	DEADLINE FOR BIDDERS TO SUBMIT QUESTIONS
SEPT 1, 2023	REQUEST FOR SELECTION OF TOP BIDDERS / NOTIFICATION TO UNSUCCESSFUL BIDDERS
SEPT 1, 2023	START OF NEGOTIATION
SEPT 12, 2023	CONTRACT AWARD / NOTIFICATION TO UNSUCCESSFUL BIDDERS

Send the completed proposal and any supporting documentation or additional information to kali@sportfishingchampionship.com.

Any questions, please submit them prior to August 1st, 2023.

The RFP will be posted on our website, sportfishingchampionship.com, and can be downloaded from there directly as of 10 a.m. on September 11, 2023.

SFC will work in partnership with the Awarded Contract for a Press Release to be distributed across multi-platforms, and news channels on Monday, September 11, 2023.

Responses must be received no later than August 29, 2023. Responses should be clearly marked "RFP-TheCatch-CompanyName" and emailed or delivered to the contact person listed above.



THE WINNING FORMULA



HIGH PROFILE CELEBRITIES

A curated roster of high-profile athletes and celebrities through strategic agency partnerships and relationships.



WORLD-CLASS COMPETITION

Celebrities paired with SFC's competitive athletes to catch and release the most attractive pelagic fish



UNMATCHED BROADCAST

Live broadcast on major network utilizing Starlink technology for LIVE action on the water



COMMUNITY CHAMPIONS

Supporting the local community by providing funding for grassroots programming.

THE CATCH BREAKDOWN

The Catch will take our celebrity cast to a destination fishing location where they will be paired with SFC's captains and compete to catch and release the most attractive pelagic fish – blue marlin, white marlin, and sailfish.

The production utilizes cutting edge broadcast techniques such as Starlink technology on the water with LIVE feeds from onboard cameras, drones, chase boats, and helicopters.

SFC is committed to supporting health and wellness, the military, oceanic research, and sustainability. We partner with socially responsible corporations and philanthropic individuals to grow our impact both locally and nationally. Each of our four platforms leverages the power of sport and our global footprint to make a positive impact.

Each team participating will be designated one of the four community champion's SFC honors. The winner of The Catch will provide a charitable donation to their respective community champion.

SFC and host partners will be able to participate in a Pro-Am style tournament, the day before The Catch. The participants will potentially be paired with a celebrity as well as an SFC Captain to guide them through the waters and fisheries. This will kick off the week of The Catch and be broadcasted on SFC+ and other digital platforms.



SCHEDULE OF EVENTS: APRIL 16 - 21

MONDAY

All Day	SFC Staff & Production Arrivals
8:00am – 5:00pm	Activation & Media / Production Load In + Set Up

TUESDAY

All Day	SFC Staff & Production Arrivals
8:00am – 5:00pm	Activation & Media / Production Load In + Set Up

WEDNESDAY

All Day	SFC Staff, Media, Production, Partner & Captain Arrivals
8:00am – 5:00pm	Competition Boat Docking (8–12 slips)
5:00pm	Run of Show Meeting

THURSDAY

All Day	Early Arrivals / Pro-Am Arrivals
12:00pm – 5:00pm	SFC Team Interviews / Media Access
12:00pm – 5:00pm	Pro-Am Competitor Interviews
6:00pm – 8:00pm	Evening Dinner / Cocktail Reception – Pro-Am Team Drawing

FRIDAY

6:45am – 8:15am	Breakfast
9:00am – 3:00pm	The Catch Pro-Am Tournament (Guest Fishing)
All Day	Celebrity Arrivals
9:00pm – 3:00pm	Celebrity & SFC Captain Interviews & Podcast / Media Production
7:00pm – 9:30pm	Kick-Off Dinner, Pro-Am Awards, Concert

SATURDAY

6:45am – 8:00am	Breakfast
9:00am – 3:00pm	The Catch
10:00am – 3:00pm	Broadcast on SFC+
3:00pm – 5:00pm (TBD)	SFC x The Catch Watch Party
3:00pm – 5:00pm (TBD)	Network TV Window
5:00pm	Charitable Donation with Wining Team
6:30pm – 8:30pm	Champagne Toast / Happy Hour

SUNDAY

All Day	Departures
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SFC

HOTEL ROOM BLOCK

The following is the outline for lodging accommodation specs for The Catch:

GROUP	TUES	WED	THURS	FRI	SAT
SFC Staff	10	15	15	15	15
Production / TV	8	20	20	20	20
Captains + Mates	-	-	48	48	48
Partners	-	-	15	15	15
Media Partners	-	15	15	15	15
SFC Experience			64	64	64
Pro Am Talent			64	64	64
Celebrities / Talent	-	-		24	24
TOTAL	28	50	241	265	265

All hotel rooms should be in proximity (ideally within walking distance) from the event venue (marina). If hotel rooms cannot be in proximity, transportation accommodations (i.e golf carts) should be offered.



SFC / HOST RESPONSIBILITIES

SFC PROVIDES:

- Transportation and per diem reimbursement for staff, captains, and celebrities
- Official program in digital and print format
- SFC All Access / Media Credentials
- Funding and materials for promotional efforts
- SFC branded signage for competition venue
- SFC branded directional signage for competition venues and hotels
- SFC Broadcast desk + production materials
- SFC Media, Marketing & Production package

HOST MARKET/AGENCY PROVIDES:

- Competition venue (marina)
- Hotel Lodging / Accommodations
- Public relations and social media coordination
- First aid / medical services / AED on-site / ambulance on-site
- Production meeting room space, length of the event
- High speed internet connection
- Championship hospitality space for sponsors and local stakeholders
- 24-hour venue security at the event venue
- Golf carts or transportation services around venue / marina



HOST VENUE MUST BE ABLE TO PROVIDE

- ✓ Marina ("event venue") with availability & dock space for 8-12 sportfishing vessels (boats may range from 55-80' in length) and 4-8 center-console vessels (boats may range from 30-45' in length)
- ✓ Exclusive use of the facility by SFC. No other competing or non-competing events should be hosted at the competition venue.
- ✓ Room accommodations for SFC Staff, VIP guests, Media, and Production crew on-site.
- ✓ Private event locations for (3) nights of Dinner / Cocktail Reception.
- ✓ Additional space accommodations, at host venue's expense:
 - VIP hospitality room (50 individuals) Wednesday – Saturday for guest check-in, gifting, breakfast, etc.
 - A workspace for media and production crew (20 people)
 - A media room Thursday – Saturday to capture VIP interviews, segments, and content.
 - An operations room near the hospitality space for 20 people.
 - Dedicated space for SFC Broadcast to take place Wednesday – Saturday. The location must have dedicated hardline internet connectivity, 24 access, and security personnel.
- ✓ 5G LTE signal connectivity, WIFI available for SFC media use, and a dedicated hardline internet connection; a minimum of 100 MP up and down for broadcast.
- ✓ Transportation options to and from the airport and host hotel, and the use of golf carts or other form of transportation around venue/marina for staff, celebrity and guest usage.
- ✓ 24-hour on-site security services Tuesday – Sunday of the event with security protocols and staffing to ensure the safe entry and exit of VIP guests, as well as activities hosted by SFC on-premise.
- ✓ Prominent locations for "venue takeover" on-site signage and materials to promote the event, Watch Party and showcase tournament activities.
- ✓ SFC the sole right and authority to designate usage of all broadcasts, telecast, and press. SFC owns the exclusive rights to broadcast The Catch on television, streaming, radio, to record the tournament broadcast thereof and to photograph the tournament by means of still, videotape and other motion-picture cameras

**please review the Outline document for further details*

SFC

MARKETING PARTNERSHIP

MARKETING PLAN

- SFC will incorporate host venue within event viewership-driving marketing plans, in order to maximize visibility for host venue. SFC content plan to align with the host venue's marketing efforts and goals.
- SFC will provide digital marketing materials to the host for distribution and execution.
- The host venue should provide SFC with marketing materials, brand guidelines and goals to manage expectations on the broadcast and align with programming efforts.

HOST BUDGET

- When the proposed budget is submitted, a minimum of \$25,000 should be allocated for marketing initiatives.
- The marketing budget should only include items needed for marketing, advertising, printing costs, grassroots opportunities and promotions.

CREATIVE ASSETS

- All creative marketing assets will be available to the host for their marketing needs through SFC's marketing website (www.sportfishingchampionship/SFCHost).
- The marketing website will be a comprehensive tool designed to help hosts streamline the creative process and help generate awareness for the event and broadcast schedule.

ADVERTISING

- SFC will provide content elements needed to promote the event, on the marketing website (/SFCHost).
- Multiple formats will be provided to allow for use over a variety of platforms (e.g. websites, tv commercials and billboards).

PROMOTIONAL ASSETS PROVIDED BY SFC

1 BROADCAST

Host location will be showcased as the official site of "The Catch" and be recognized throughout the entire broadcast component - Competition Day 1: (2) 30-second commercial advertisements.

2 CONTENT

Access to the SFC's online repository of content that includes high-definition videos, photos, and event graphics showcasing the location and venue.

3 SOCIAL MEDIA

SFC will create social media content throughout the duration of the event that showcases the city/ region as a premier destination location for tourists and anglers.

4 SFC INSIDERS

The SFC actively manages one of the largest insider/ influencer networks in saltwater angling and saltwater fishing. SFC's influencer network will be directed to integrate the event and host location into their daily content cycles in an organic, integrated manner to promote the event – whether or not they are in attendance.

5 SFC WEBSITE

The host city, agency, and competition venue will be showcased on SFC's official website (www.sportfishingchampionship.com) with logos, photos, and hyperlinks integrated into the page. The host city, agency and competition venue shall be responsible for providing quality photos for integration into the website. SFC will include hotel booking link to promote external promotion of the host hotel prior to The Catch and throughout the SFC season

6 MARKET-SPECIFIC CONTENT

SFC will produce market-specific content showcasing the rich history of the host city to promote fishing tourism, coverage of all community events and content featuring market-specific stories. Such content will be made shareable to the host city, commission, or agency prior to the event conclusion.

SFC



CATCH YOU IN 2024!

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