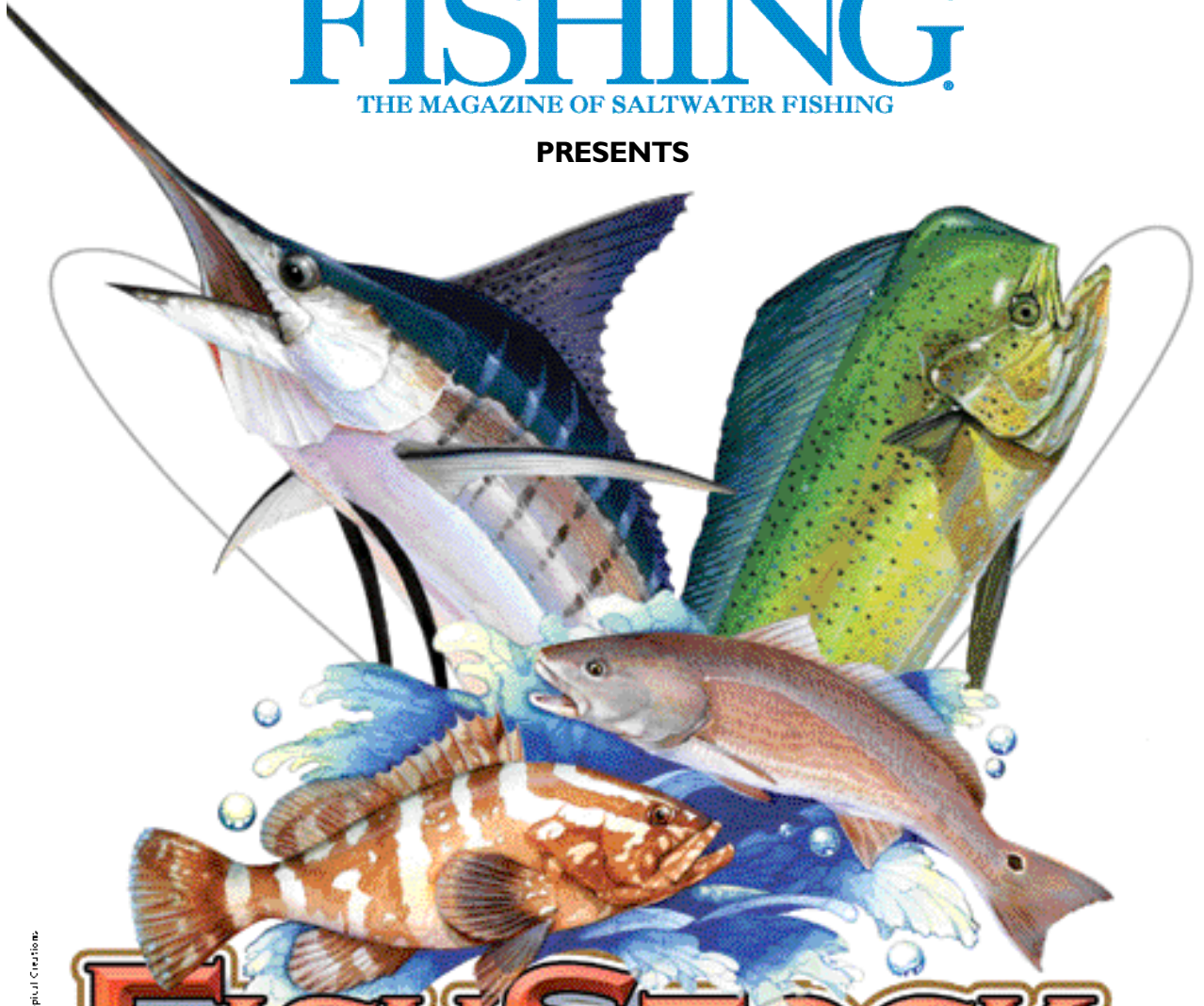


SPORT FISHING

THE MAGAZINE OF SALTWATER FISHING

PRESENTS



Art Credit: Bob Oerum Tropical Creations

FISHSTOCK

THE TOTAL SALTWATER EXPERIENCE

FISHING TOURNAMENTS • BOAT SHOW
KIDS' ACTIVITIES • FISHING SEMINARS
MUSIC • FOOD • MARKETING

www.FISHSTOCK.COM

FISHSTOCK

FISHSTOCK: A ONE-OF-A-KIND EXPERIENCE.

Participants come to FishStock to immerse themselves in the water sports and fishing lifestyle. Saltwater fishing tournaments, boat and tackle shows, kids' activities, fishing seminars and clinics, music and seafood make FishStock a truly unique experience for people of all ages.

FISHSTOCK IS DESIGNED FOR YOU — THE SPONSOR.

Hands-on marketing makes FishStock a unique and highly effective sales tool. Participants are able to touch, feel and interact with your products while having your experts answer questions. This one-on-one marketing opportunity supported by an extensive multi-media campaign makes FishStock an event you can't miss.

ONSITE EXPOSURE & ELEMENTS

TWO TOURNAMENTS

(Inshore and Offshore)



- Over 600 anglers and over 200 boats compete for more than \$100,000 in cash and prizes
- Designed for first-time participants and long time competitors
- New Smyrna Beach/Daytona Beach Striker Tournament is the largest and most established event in Central Florida
- Redfish-Trout Challenge growing at a rate of 25% yearly and has become the largest Inshore event in Florida

BOAT SHOW



- Draws affluent outdoor enthusiasts and their families
- The latest in boats, electronics and accessories on display and on sale
- National and local sponsors alike participate

FISHING SEMINARS AND CLINICS



- Anglers learn from the best captains and the most respected authorities in the sport
- Panel discussions led by editors will inform and empower
- Hands-on workshops

KIDS' ACTIVITIES



- Young fishermen learn what's under the water, how to tie knots and cast fishing rods
- Interaction with experienced anglers
- Teaching about conservation
- Instilling respect and enjoyment for the sport

PARTICIPANTS



- Thousands in attendance buy everything from rods and reels to boats and motors
- The core enthusiasts come to FishStock to learn, enjoy and experience the sport

CHARITIES AND CAUSES



- Raising awareness of the conservation issues
- Raising money to support worthy causes
- Chance to partner your company with these causes
- Silent auction



THE TOTAL SALTWATER EXPERIENCE

WHY FISHSTOCK IS A SUCCESS.

Bonnier Corporation is an experienced and dynamic multi-media marketing organization. We harness the power of magazine and custom publishing, Internet and e-mail marketing, cable television programming, and event marketing to achieve strong results for our sponsors. FishStock is designed and created as the ultimate multi-media platform to showcase your fishing and boating products. Now you can receive the marketing coverage that we offer all year long.

NEW SMYRNA BEACH, FLORIDA Memorial Day Weekend

MARKETING & PROMOTIONS

NATIONAL FISHSTOCK ADVERTISEMENTS



- Year-round marketing campaign
- *Sport Fishing, Marlin, Fly Fishing in Salt Waters* and other Bonnier Corporation magazines
- Brand your company with logos and product
- 215,000+ paid readership distribution
- 1 million copies distributed

WEB



- FishStock.com complete information on the tournaments and events
- Sponsors' logos with "click-thru" to your respective sites
- Follow-up coverage after event

TV COVERAGE



- Chevy Florida Fishing Report promotes to 5.9 million viewers state-wide
- Running 90 days out for maximum impact on Sun Sports network
- On-site live local news television promotes the daily events

PRINT - EVENT MAGAZINE



- Program guide distributed locally and to mailing list
- Includes advertisement and logos with your sponsorship

IN-MARKET CAMPAIGN



- Direct mail, flyers, posters and more distributed throughout the region
- Television commercials and newspaper ads
- Local in-store campaigns
- Custom programs designed to drive traffic and sell products

ON-SITE BRANDING



- Booths to display and sell your product
- Signage throughout location
- Banners and logos strategically placed
- Interactive opportunities



FISHSTOCK

SPONSORSHIP

We deliver a program that lets sponsors promote, brand, and sell products to the active lifestyle enthusiasts all year. Depending on your marketing needs, we offer packages from advertising in the event program to expansive booths and presenting status for many elements of our events. Please check out www.FishStock.com for more information, or contact your sales representative for a fully integrated package.

TESTIMONIALS



"Fishstock is a wonderful event that Trophy Sportfishing Boats is proud to sponsor. It provides a comprehensive representation of the saltwater fishing lifestyle, and is a great forum for vendors, dealers and manufacturers to interact with their target audience. There's something for everyone including offshore and inshore competition, fishing and boating education, and entertainment. It's a well run event that provides great exposure for us in an important market."

Brian Hurt
Director of Marketing



"FishStock is a great lifestyle event and sales platform for Budweiser, an event that has shown us growth each year. We look forward to being a part of FishStock each year."

Kevin Bowler
Director of Marketing



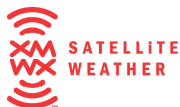
"We are very pleased and will continue to support the event."

Robert Gilesie
Sales Manager
Daytona Coca Cola



"The *Daytona Beach News-Journal* strives to support local events that benefit the community at large, especially families, and FishStock certainly qualifies. We have been a proud sponsor of this exciting event for years."

Kathy Tiller
Promotion/Community Relations
Manager



"FishStock is the perfect target market hit for us, exposing our product, branding and information to over 750 passionate anglers, as well as networking with our dealers."

Kim Grantham
Director of Marketing



www.FishStock.com



CONTACT INFORMATION

**FishStock/Television/Events/
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Sport Fishing and *Marlin* magazines
Drew Townes III, 407-571-4730

National Sales Manager
Associate Publisher
Sport Fishing magazine
Scott Salyers, 305-253-0555

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Ken Stubblefield, 313-670-0553

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Steven Thompson, 415-435-4678

Northeast Sales Manager
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National Sales Manager
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Western Sales Manager
Sport Fishing and *Marlin* magazines
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**Tourism, Yacht Brokerage,
Tournaments**
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