





# MAJOR LEAGUE FISHING HEAVY HITTERS

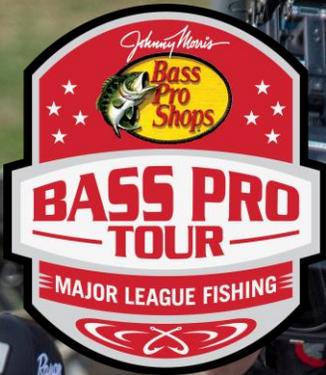


## EVERY FISH COUNTS

Major League Fishing is the highest level of competitive bass fishing in the world & the revolutionary format, where every scoreable bass counts towards your total, has generated fan interest that the industry has never seen

For the first time in history, the competitors playing the game know the score, and it has dynamically changed the competition and entertainment aspect of professional fishing





# MAJOR LEAGUE FISHING BASS PRO TOUR

Major League Fishing's Bass Pro Tour is the highest level of competitive fishing in the world, in which 50 anglers compete in all seven (7) stages + a mid-season all-star event called Heavy Hitters, culminating with the REDCREST championship event. On the Bass Pro Tour, anglers own sellable space on their jerseys, boats and trucks.\*



\*At the Heavy Hitters event, anglers will wear league owned boats and jerseys

# HEAVY HITTERS



Heavy Hitters is the mid-season all-star event of the Bass Pro Tour. In this big bass showcase event, anglers not only compete to win the tournament, but for massive big bass payouts during each day of competition. In this event, MLF anglers wear league owned jerseys and fish out of league boats. 30 anglers will qualify for Heavy Hitters, based on the combined weight of their biggest bass from each of the 2024 Bass Pro Tour Stages.



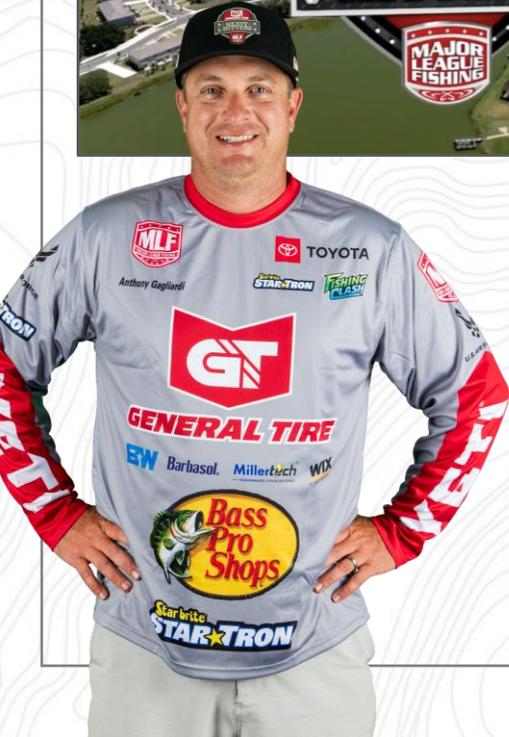
## EVENT FORMAT SAMPLE

QUALIFYING ROUND 1	QUALIFYING ROUND 1	QUALIFYING ROUND 2	QUALIFYING ROUND 2	KNOCKOUT ROUND	CHAMPIONSHIP ROUND
<b>GROUP A</b>	<b>GROUP B</b>	<b>GROUP A</b>	<b>GROUP B</b>	<b>16 ANGLERS</b>	<b>10 ANGLERS</b>
<b>15 ANGLERS</b>	<b>15 ANGLERS</b>	<b>15 ANGLERS</b>	<b>15 ANGLERS</b>	<b>2 LB MINIMUM</b>	<b>3 LB MINIMUM</b>
<b>2 LB MINIMUM</b>	<b>2 LB MINIMUM</b>	<b>2 LB MINIMUM</b>	<b>2 LB MINIMUM</b>	<b>DAILY BIG BASS</b>	<b>DAILY BIG BASS</b>
<b>COMPETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 3</b>	<b>COMPETE AND YOUR TOTAL WEIGHT CARRIES TO DAY 4</b>	<b>GROUP A BIG BASS</b> <b>\$20,000</b>	<b>GROUP B BIG BASS</b> <b>\$20,000</b>	<b>\$30,000</b>	<b>\$100,000</b>
		<b>TOP 8 QUALIFY INTO KNOCKOUT ROUND</b>	<b>TOP 8 QUALIFY INTO KNOCKOUT ROUND</b>	<b>WEIGHTS ZEROED, TOP 10 IN TOTAL WEIGHT ADVANCE TO CHAMPIONSHIP ROUND</b>	<b>TOP 10 FROM KNOCKOUT ROUND</b>
					<b>WEIGHTS ZEROED, HIGHEST TOTAL WEIGHT WINS</b>



# MAJOR LEAGUE FISHING HEAVY HITTERS

This event features 30 anglers fishing out of league boats and jerseys, fishing for a \$100,000 top prize plus massive daily big bass awards. Livestream 2Q 2024 and Television 3Q-4Q 2024. Repeats on Outdoor Channel 1Q-2Q 2025



## LIVE EVENTS

**6** ANNUAL  
LIVE DAYS

TOTAL  
LIVE HOURS **42+**



## TELEVISION

**24**  **24**  
TOTAL HOURS

 **36**  
TOTAL HOURS

 #2 SHOW ON OUTDOOR CHANNEL  
BEHIND MLF TEAM SERIES



# MAJOR LEAGUE FISHING HEAVY HITTERS LIVESTREAM BY-THE-NUMBERS 2024

Average hours on-the-water per day – 7 hours



## OTHER SPECIALTY EVENT – SPRING 2024



VIDEO VIEWS

**842K**

MIN VIEWED

**21.1M**

SOCIAL MEDIA  
IMPRESSIONS

**9.7M**

AVG MINS  
PER VIEW

**25.1**



**MORE UNIQUE PEOPLE** viewed the Bass Pro Tour  
livestream than any year in history!



# MAJOR LEAGUE FISHING MLF SUCCESSES & GROWTH

## SOCIAL MEDIA

# 2,466,000

## SOCIAL FOLLOWERS

Through October 2024



1.1M



862K



115K



215K



92K

# 75

**MILLION IMPRESSIONS** delivered via MLF Facebook and Instagram during BPT & TWI events in 2023

## GROWTH



Total Social Presence (MLF + MLF5)



MLF Channels Only

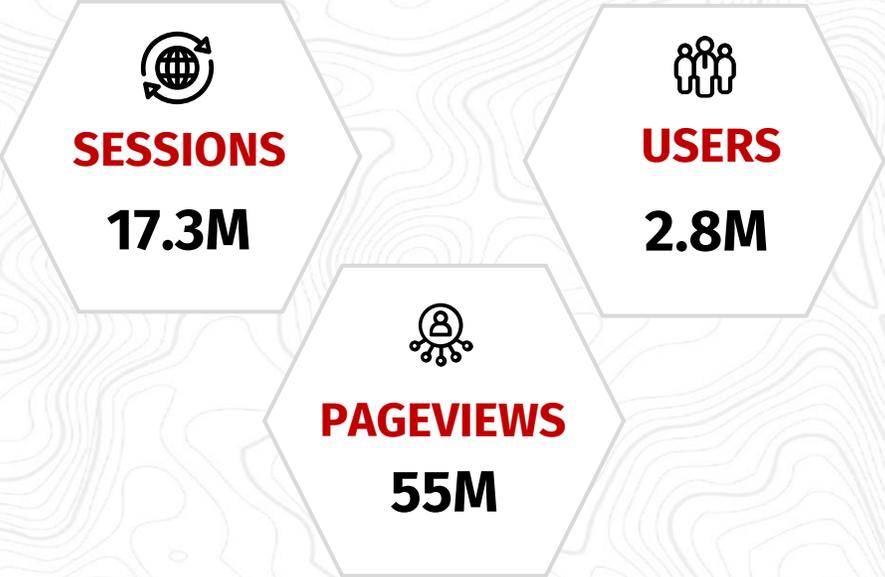
250%  
GROWTH

558%  
GROWTH

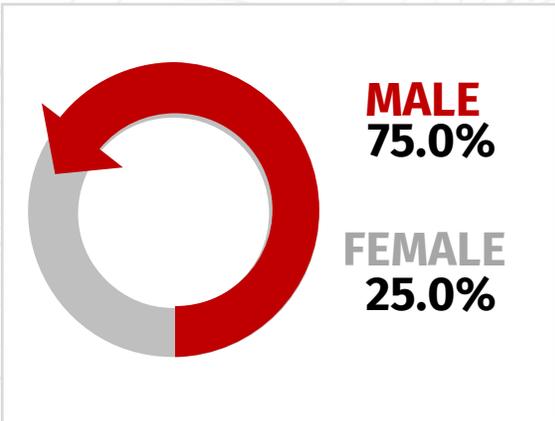
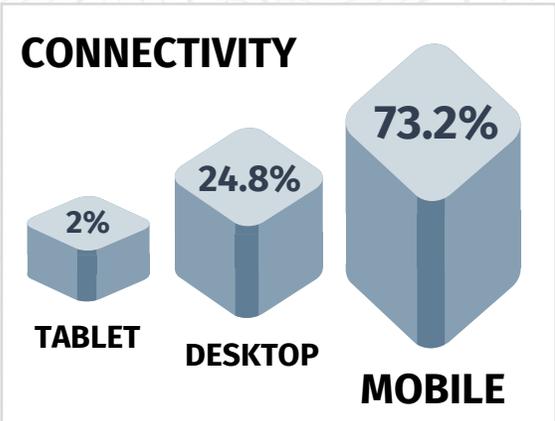
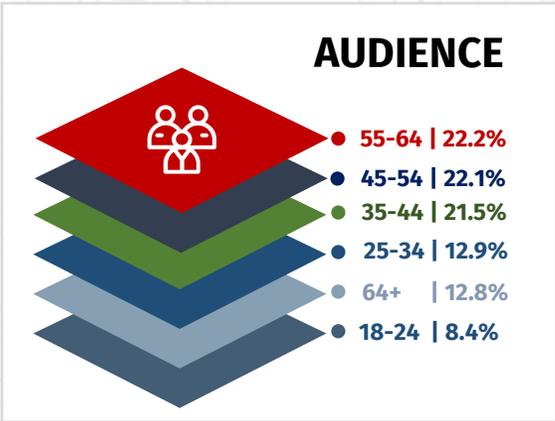
SINCE  
2018



# FAN ENGAGEMENT DIGITAL BY THE NUMBERS – 2024



**MAJOR LEAGUE FISHING APP**  
Downloads - **263,180** | Subscribed Devices - **104,493**  
(Receiving Notifications)



Source: Brightcove Insights, Facebook Insights, Instagram Insights, Google Analytics



# HEAVY HITTERS LIVESTREAM IN-SHOW GRAPHIC ELEMENT



## HOST CITY AUDIO MENTIONS & FOOTAGE

Mentions will be made on-air for your community multiple times in both TV and streaming

Beauty shots of destination along with host organization **logo on screen** (Graphic element)





# HEAVY HITTERS LIVESTREAM IN-SHOW COMMUNITY FEATURE



We will produce a custom 1 minute in-show feature about your community. The feature will air once in the MLF Live Stream and TV Broadcast.

MLF will work with you to ensure that what is important to you and your city is included in the feature. Along with exposure in the show, the community feature will also run across MLF digital media platforms.





**THANK YOU**



**CHRIS HOOVER**  
**MLF | NATIONAL SITE SALES DIRECTOR**

30 Gamble Lane  
Benton, KY 42025  
c: 270.703.9119

[Chris.hoover@majorleaguefishing.com](mailto:Chris.hoover@majorleaguefishing.com)