



NEW EVENT
EVENT DATES: May 16-22, 2026 OR May 9-15, 2026 OR May 2-8, 2026
EVENT LOCATION: Heagy-Burry Boat Ramp – Orange Lake

Funding Program: Bid Fee

EVENT INFORMATION:	FINANCIALS:
Event Name: MLF Heavy Hitters presented by Bass Pro Shops Organization: Major League Fishing, LLC	Bid Fee Amount: \$75,000 Business Sales (Total): \$564,610 Total ROI: -80% Anticipated Attendance (Total): 85 Anticipated Room Nights (Total): 560 Average Occupancy Rate for Period: 56.1% (2024) 56.6% (2023)

- **Event Description:**

- MLF Heavy Hitters is the mid-season all-star event of the MLF 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. MLF anglers wear league-owned jerseys and fish out of league boats. 30 anglers qualify for Heavy Hitters, based on the combined weight of their biggest bass from each of the 2024 Bass Pro Tour Stages. Heavy Hitters is a six-day event preceded by three practice days, and every day is livestreamed from lines in to lines out on the MLF Website, Rumble and My Outdoor TV with six original two-hour broadcasts on the Discovery Channel re-aired on the Outdoor Channel.

- **Sponsorship Benefits:**

- Publicize the Tournament and schedule of events for each day.
- Produce a 2-hour show for the tournament which will broadcast once on the Discovery Channel and three (3) airings on Outdoor Channel.
- Provide within the television broadcast content related to the destination, including beauty shots of the fishery and points of interest in the destination.
- Mention the destination at least five (5) times during the television broadcast.
- Mention the fishery at least five (5) times during the television broadcast.
- Mention the fishery and destination within social media posts.
- List HOST destination on www.majorleaguefishing.com page dedicated to Tournament trail, including specific event web page.
- Post Tournament results on www.majorleaguefishing.com.
- Provide HOST the ability to distribute collateral to anglers relating to HOST destination and local businesses.
- Broadcast live leaderboard and streaming video of tournament online.
- Create and distribute stories on the Tournament by MLF Communications.
- Provide information on destination and fishery to national media.

- **2024 MLF Heavy Hitters Livestream Statistics – Lake Kissimmee, FL**

- 842,000 total views
- 25.1 average minutes per view
- 21.1 million total minutes watched
- 9.7 million social media impressions