



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

“Federation First[©]”



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

What TBF, Inc. Brings to the Table

- “We” are “You”....You are TBF, Inc.
- The Federation is our “core” business....its all “we” do
- Accountability
- Responsibility
- Manageability
- Stability
- Funding
- Trust
- Proven Record
- Less Headache, More Fun, More Opportunities

- TBF IS YOU!



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF will continue to build programs that are productive for the states and the members by putting the ***“Federation First!”*** ©

TBF programs in place today

- Living The Dream Program, Elite Series entry fees, wrapped boat, etc.
- Pennzoil Program
- Evan Williams
- CASH Advertising Programs for your states newsletters
- CASH advertising links on your State Websites
- CASH youth funding opportunities through the Bass Hunt Game Sales.
- CASH rebates to the states on purchases through the www.bassfederation.com online store
- CASH rebates with the Maritech Program
- Cash rebates with the Agri-Tronix Weigh Scales Program
- Fish Hedz Program
- More “working” for 2006 and beyond



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

Keeping what works, while providing more opportunities

- \$15.00 Federation National TBF Dues (B.A.S.S. Federation is now \$20.00)
- 100% Dollar for Dollar accounting of Dues money (no accounting now, B.A.S.S)
- 1MM General Liability insurance policy
- Better Policy than what we had\have, with more coverage
- AD&D coverage
- Fully Functional Divisional Tournaments
- Broad Divisional Tournament Promotions & Support
- Nationally Televised Federation National Championship
- Increased Payout at FNC, \$100,000.00
- Multiple championship events beyond the FNC
- 2-4 times as many spots in championship events BEYOND the FNC
- Multiple avenues of wide DEDICATED media coverage for the Federation



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\BassFan Army Proposal Highlights

- FREE BassFan Army membership to all TBF members
(\$20.000 X 40,000 = \$800,000.00)
- Federation central website
- Professionally done, **Daily** coverage
- Done by BassFan.com and as Good as BassFan.com
- No work on your part....provide a name, picture and contact info
- BassFan will chase down leads and write stories.
- Federation is the ONLY priority
- Daily communication tool to the masses.... for you and about you

- 6 Boater spots in \$100,000.00 BassFan Army Weekend Warrior Championship
- 6 Co-Angler spots in \$100,000.00 BassFan Army Weekend Warrior Championship
- NO ENTRY FEES to TBF members
- NO sponsorship requirements to TBF,Inc member



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\BassFan Army Proposal Highlights

Media

- BassFan.com is THE world power on internet media within the fishing industry
- Includes all types of media
 - Print
 - Internet
 - Internet Radio
 - Video
 - Internet TV
- The Federation will have more coverage...ALMOST DAILY.... than it ever has
- Federation Communication and Exposure!





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

Statement by FLW Chairman Irwin Jacobs

“I want to make it very clear to the entire TBF organization and its members that FLW Outdoors has no interest in attempting to own or dictate to the TBF organization. I believe it’s in TBF’s best interest, both short and long term, to be an independent organization that is both managed and ruled by its members.” - Irwin Jacobs





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

- FLW membership 25.00 per year (same as BASS)
- Full benefits access available to TBF\FLW members to include;
 - Clothing discounts (FLW and TBF Clothing)
 - FLW online store discounts, Electronics, TV's, Cell Phones, Barnes and Noble, IBM, 1-800 Flowers, Pots & Pans, Kitchen Products, etc.
 - GroupHealth Care Insurance available through E-Health Insurance
 - Auto & Boat Insurance through Travelers Insurance
 - Co-Sponsored FLW\TBF Credit Card Program
(Any fees and commissions from the Credit Cards will go back to the State Federation where issued)





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

Youth!

- Funding for youth programs...Top to Bottom
- BIG name players..... Family Values
- Wal-Mart, Kellogg's, Ranger, Yamaha, Evinrude, Castrol, Fuji Film
- M&M Mars, Pedigree, Land of Lakes, Pure Fishing, Chevrolet, Others
- Travel assistance money to all Youth Contenders Advancing
- TBF\FLW Junior World Championship @ FLW Championship
- How cool would it be to put the youth winners on the Kellogg's box!
- Broad support for youth programs from Fortune 500 companies
- Annual National Youth Directors workshop
- CASH direct from TBF to your states youth program
- Spend it where YOU want to





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

CONSERVATION!

- Funding for Conservation Programs
- Big Name Players WANT to get behind you
- Wal-Mart, Kellogg's, Ranger, Yamaha, Evinrude, Castrol, Fuji Film M&M Mars, Pedigree, Land of Lakes, Pure Fishing, Chevrolet, Others
- People and companies with “Horsepower”
- New Conservation awareness program,
- Your the experts tell us what you need
- Annual Conservation Directors Workshop
- CASH direct from TBF to your states Conservation program
- Spend it where YOU want to





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

Boat Buying Program and Ranger CUP

Earn a **FREE Ranger Boat** with engine for your State Federation!

Receive **THOUSANDS** for Ranger Cup STATE Program

It may be easier than you think!

See Boat Details Presentation



Evinrude
(possible)





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

TOURNAMENT Opportunities

- FLW will provide early entry to TBF members in the BFL as Boaters and as Co-anglers
- FLW will provide priority entry to TBF members in the Stren Series, Wal-Mart FLW Tour, Wal-Mart FLW Series events as Co-Anglers
- FLW will provide TBF State Champions Stren Series Pro Guaranteed slots (must enter all four events in a division)
- FLW will Provide TBF, Inc with an associate sponsorship of the; BFL, Stren Series, FLW Tour and FLW Series**
- As a sponsor of FLW, TBF members will be enabled to wear a State Federation Logo and\or TBF Logo's at any FLW tournaments as a competitor**





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

TOURNAMENTS

- State Events..... Your state decides
- Divisionals.... by TBF\FLW and Host States, Fully functional and supported
- Federation National Championship...by TBF\FLW increased payout to \$100,000.00
- National television coverage on Fox Sports Network-FSN
- FLW will provide TBF expenses PAID berth's in the Wal-Mart BFL All-American
- 6 boater spots
- FLW will provide TBF expenses PAID berth's in the Wal-Mart BFL All-American
- 6 Co-Angler Spots
- 12 spots total in Wal-Mart BFL All-American to TBF
- FLW will provide TBF one Pro Boater spot in the Forrest Wood Cup (\$1,000,000.00 in cash to the winner if they run a Ranger, \$500,000.00 to the winner no matter what boat brand they own and use.)
- FLW will provide TBF one Co-Angler spot in the Forrest Wood Cup





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

Living the Dream

FLW\TBF will provide the TBF National Champion with the “Living the Dream” Promotion to include:

- A slot for one year with fully paid entry fee’s in the FLW Tour or the FLW Series Tournaments
- A wrapped “Living the Dream” Ranger Boat powered by a Yamaha engine PLUS, a wrapped Chevrolet Truck for use during their one year tournament participation
- Expense money to help offset Travel costs.





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Highlights

Media

- FLW is a very powerful Media partner. They and their partners have GLOBAL Media capabilities through all forms of Media
- TBF Federation National Championship coverage nationwide on FOX Sports Net- FSN
- FLW will allot 4 pages in each issue of FLW Outdoors Magazine to TBF.





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF\FLW Partnership Requirements

The proposal you have seen is enormous. For any business relationship to be long term successful it must be a two way street. Each party needs to be rewarded for its efforts.

To offer up this kind of contract proposal that is in excess of:

15 million dollars...

These are REAL dollars supporting the federation.

TBF will need to provide FLW the following partnership commitments





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF will provide to FLW:

- At least 80% of the TBF state Federations, Clubs, and Members will join the FLW\TBF relationship & become FLW Outdoors members
- TBF will agree to start a new TBF affiliated Federation in any state where no active TBF Federation exists
- State Federations that join the FLW relationship agree to provide category exclusive sponsorships to Wal-Mart, Ranger, Kellogg's, BP, Castrol, Fuji Film, Yamaha, Land O'Lakes, Pure Fishing, M&M Mars, Pedigree and Chevrolet
- Each participating TBF state Federation agrees to display the FLW logo on all printed materials. Also the TBF national organization agrees to use the FLW logo on all printed materials.
- This a five year agreement





“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

TBF is positioned to hire staff as we move forward and support the Presidents and their states.

\$1.00 dollar per member (\$250.00 minimum) to youth fund in your state
\$1.00 dollar per member (\$250.00 minimum) to conservation in your state
State equipment purchase program for the state federations

Hire key people near term;

- Office Administration
- Executive Assistant
- National Youth Programs Director
- National Conservation Programs Director



“Owned By Those We Serve, Dedicated to the Sport Of Fishing”

Overall, we think the federation is well positioned and has more opportunities ahead of it than ever before.

Federation First!

“Owned by those we serve, Dedicated to the sport of fishing”

The Bass Federation, Inc.