

VMD PROMOTIONS LLC
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“America’s Leader in Competitive Fishing Events”

King Kat USA 2021

We are proud and excited to introduce the Regional format for the King Kat USA 2021 tournament trail.

King Kat USA and our sister company, Crappie USA will be setup in Regions beginning in the 2021 tournament season. The regional format has been successful with Crappie USA in the past and we believe the King Kat USA tournaments will be positively impacted.

Events will be split into 4 regions across the United States where we currently hold events. Teams will be fishing in their region to qualify for the Regional Championship and the National Championship. All teams will have to fish their Regional Championship to fish the National Championship. Teams will also be competing the Points Race to qualify for the National Championship points race. Teams are not limited to fishing only the region they are from, they may also fish other events in other regions.

There are 3 types of tournaments. Each region will consist of 5 Local Events (1 day) tournaments, 1 Regional Championship (2 day), and of course our National Championship (Classic). The regional championships and national championship will be filmed to be aired on the Pursuit Channel. Shows will be aired in the first and second quarters of the following year. Interviews with local tourism representatives will be built into the show to highlight and promote various amenities of the local area.

This creates a win-win situation for all involved. Anglers will be able to pre-fish the lakes more often in their region, having a positive impact on tourism. Anglers will benefit by having qualifications closer to their perspective region and still have the freedom to travel longer distances if they choose.

We hope each of our regular event sponsors consider getting on board for a 3 year period, so anglers will know we will be back to that location. This increases the trips as that teams will pre-fish those lakes, over the events scheduled only for year and it will also lock in the cost of the event for sponsors over the next few years.

We look forward to the new 2021 tournament season. If you have any questions please contact us.

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CABELA’S KING KAT TRAIL

FLAT RATE TOURNAMENT SPONSORSHIPS

Local Event (1 Day Qualifier): Scheduled February through September, These events are designed to draw anglers from the local fishermen to the tournament pro. They are qualifiers for the “King Kat Regional Championship and the National Classic presented by Bass Pro Shops & Cabela’s” that will be held in October or early November. The events will qualify the top 3 teams for the National Classic. You would receive a half page in the 16 page color lake brochure for your use. All King Kat events are promoted in Outdoor Journal, our online magazine and many other national publications to maximize attendance.

Your cost to host a local event qualifier would be \$5,000.00

Regional Championship (2 Day Qualifier): Scheduled February through September, These events are designed to draw anglers from the local fishermen to the tournament pro. They are qualifiers for the National Classic and will qualify the top 25 teams and the top 10 Regional Points Race teams for the National Classic. The Regional Championship will have all the benefits of an local event qualifier but the larger payback will appeal to more participants. All anglers must fish their regional championship. You would receive a full page in the 16 page color lake brochure for your use. The tournament will be filmed for airing on the Pursuit Channel during the first and second quarter of the following year. Tourism interviews and promotion of amenities of your area will be built into the television show.

Your cost to host a Regional Championship would be \$20,000.00

King Kat Classic (National Championship): The “Superbowl” of Catfish competition. This event plays host those who have qualified at local events, through other association affiliates and the regional championships. The purse for this tournament will be over \$120,000.00 in cash and prizes and it will be held over a two-day period in October or early November annually. Expected attendance for the Classic will be over 200 anglers. Classic events are promoted in Outdoor Journal and many other national publications to maximize attendance. Press releases go to all media within a 200 mile radius both pre and post. You would receive a full page in the lake brochure for your use along with promotion of the Classic in local and regional brochure. The tournament will be filmed for airing on the Pursuit Channel during the first and second quarter of the following year. Tourism interviews and promotion of amenities of your area will be built into the television show. National Classic (Championship) host will get a 1 Day Local Event also, during the same or the next year.

Your cost to host a King Kat Classic would be \$45,000.00

King Kat Kids: Each event will include a Kids Fishing Rodeo. These events are free for all youth through 12 years of age and all that participate will receive a prize. And become eligible to win one of our (6) \$1000 college scholarships drawn annually. To date Outdoor Promotions has awarded over \$360,000.00 in college scholarships.

Other special events can be considered such as a 2 day super event qualifier. Please contact us for more information.

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ECONOMIC IMPACT – LOCAL EVENTS

Teams Fishing Average	45
Percentage of Local Teams	4%
Percentage of Teams From out of Town	96%
Percentage of Teams From out of State	90%

Visits to Lake Prior to Tournament

1.4 Trips with and Average of 2.33 Days Per Trip
 43 Teams X 1.4 X 2.33= 138.46 Days X \$231.00 = \$31,984.26

Tournament Day

1 Trip @ 2 Days for Tournament
 43 Teams X 1 X 2 = 86 Days X \$231.00 = \$19,866.00

Total of \$51,850.26 Times a Multiplier of 3.5 = \$181,475.91
 Total One Day Economic Impact for the Local Area

ECONOMIC IMPACT – REGIONAL CHAMPIONSHIPS

Expected Average number of teams participating	75
Percentage of local teams	8.70%
Percentage of teams from out of town	91.30%
Percentage of teams from out of state	68%

Estimated Visits to lake prior to tournament

2.8 Trips with an average of 1.86 Days per trip
 68 Teams x 2.8 X 1.86 = 354.14 Days x \$231.00 Per day = \$81,806.34

Tournament Day

1 Trip @ 3.5 Days for tournament
 75 Teams x 1 x 3.5 = 262.5 Days x \$231.00 Per day = \$60,637.50

Total of \$142,443.84 Times a multiplier of 3.5 = \$498,553.44 Total economic impact for the area communities

ECONOMIC IMPACT – KING KAT CLASSIC

Average number of anglers & visitors attending	250
Percentage of local teams	3.65%
Percentage of teams from out of town	96.35%
Percentage of teams from out of state	84%

Visits to area prior to tournament for practice

1.9 trips with an average of 1.8 days per trip
 240 attendees x 1.9 x 1.8 = 820.8 days x \$231.00 per day = \$189,604.80

Tournament Week

1 trip @ 4.6 days for tournament
 240 attendees x 1 x 4.6 = 1,104 days x \$231.00 per day = \$255,024.00

Total of \$444,628.80 times a multiplier of 3.0 = \$1,333,886.40 total economic impact for the area communities