



National Sponsors MEDIA KIT



Casting, Connecting, and Growing Future Anglers



Our MISSION



We are passionate about providing exciting and engaging crappie events and tournaments by looking through the angler's, sponsor's and CVB's eyes to meet and exceed their expectations.



About THE TEAM

Paul Alpers



is the Director of Sales and Tournament Director for NCT and a co-owner of the National Crappie Trail, bringing over 29 years of experience in crappie tournaments, including leadership roles with Cabela's CUSA and Bass Pro Shops Crappiemasters. A two-time national champion and longtime TV host, Paul was inducted into the Legends of the Outdoors Hall of Fame in 2016 for his dedication to youth programs and the sport of fishing.

Tim Ponder



is an owner-partner of the National Crappie Trail and has worked in crappie tournaments for many years. He has competed in many tournaments and has previously qualified and fished in national championships. Tim works as a National Sales Executive, Tournament Director, and oversees all other aspects of the trail.

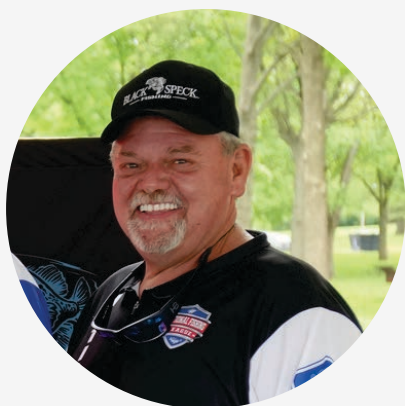


About THE TEAM



Darrell Van Vactor

is a tournament director and national sales executive with NCT. He has been an owner of CUSA and a tournament director with over 30 years of experience. He is well-known in the crappie industry, and his experience goes back to the crappiethon days. Darrell's love for crappie fishing extends from tournaments to kids' scholarships, and he has raised hundreds of thousands of dollars for youth education. He was inducted into the Legends of the Outdoors Hall of Fame in 2014 for all his accomplishments in the industry



Joel Harris

has been a professional crappie guide since 2006. He has fished crappie tournaments for years and acted as tournament director for NCT as well as a national sales executive. Joel operates a successful guide business near his home in Belmont, MS. He is passionate about crappie fishing and enjoys helping and teaching others, fish catching techniques, and introducing them to new fishing products that can help them.



About THE TEAM



Al Chapman

is the National Sales Director for NCT. He was the advertising/ marketing director of FLW and has over 24 years of experience. He has worked with Crappie USA and the King Kat Trail. He is well known in the fishing community and understands the importance of the relationship with tourism, sponsors, and the anglers.

- Contact the Team -

Paul Alpers: 573-280-8020

Tim Ponder: 573-692-0354

Joel Harris: 662-424-2551

Darrell Van Vactor: 270-748-5703

Al Chapman: 270-293-3565



Our EVENTS

Trolling Tournament

Our legacy trolling tournament formats are for anglers who love to spider rig, pull, planer board, power troll, etc. These will be one-day tournaments at the right time of the year, at some of the best locations in the U.S.

Big Crappie Quest

The big crappie quests will be big crappie-only events. There will be three weigh-ins per day. Winners will be awarded cash prizes for each weigh-in, with three places paid to the biggest crappie catch overall for the event. Ten places will be paid for each of the biggest three-hour crappie weigh-ins. A mystery weight will be announced, and the angler who wins it will win cash as well. Kids participating in the big crappie quest who are under the age of 16 will be eligible to win a scholarship for the first and second big crappie weighed in during that event. Anglers can fish from a boat or a pontoon.

Winners from any formatted event will be subject to polygraph to keep everything legal.



Our EVENTS

Kids Rodeo

During BOTH (the big crappie quest event and trolling tournaments), there will be a kids rodeo whereby each participant will receive a tackle pack and medallion. The kids who catch the most fish in two age groups, (7 and under, and 8 to 12) who place first and second in each age group, will win a special prize.

Kids participating in the big crappie quest who are under the age of 16 will be eligible to win a scholarship for the first and second big crappie weighed in during that event.

For trolling tournaments, scholarships will be awarded from a drawing of that year's total participants.





How We PROMOTE YOU



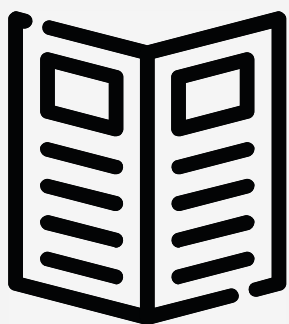
Social Media



YouTube Shows



Web



Print



Word of Mouth

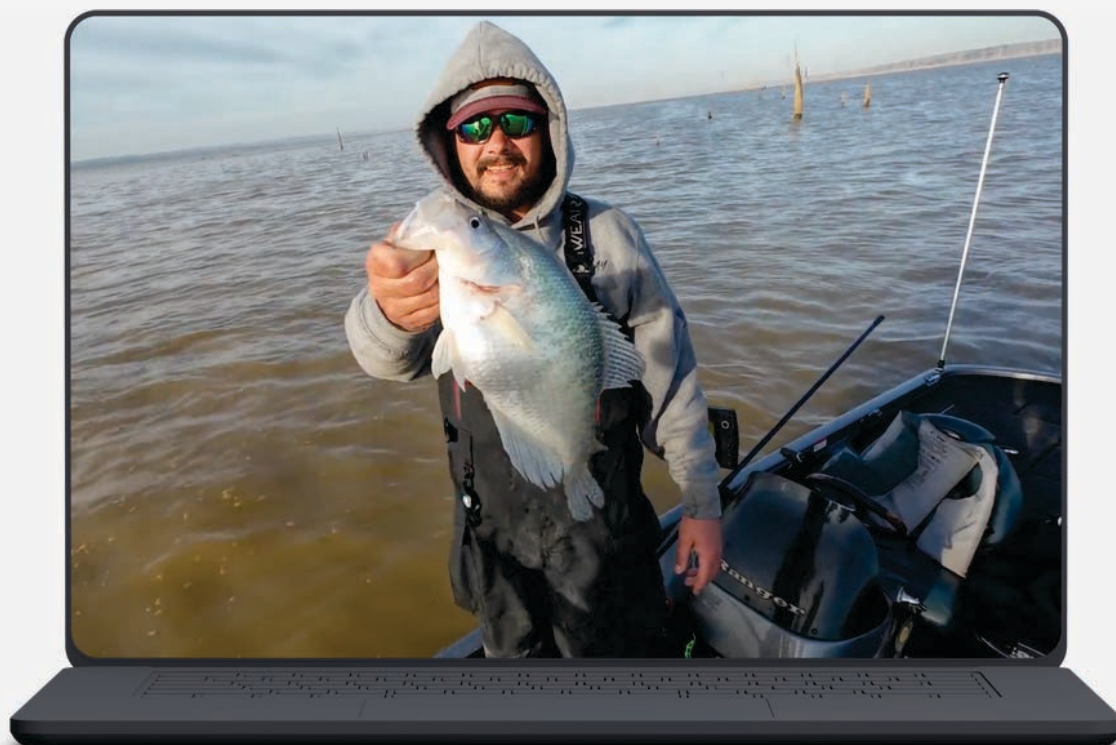


Paid Ads

website **HERE**



YouTube SHOWS



The National Crappie Trail YouTube Show is an exciting online series that highlights each tournament stop, showcasing the local lakes, communities, and the anglers who make crappie fishing special. It gives viewers an inside look at the action on the water while also featuring local attractions, businesses, and the natural beauty of the area. For you, the show is a valuable tourism tool, helping promote your region to a nationwide audience of outdoor enthusiasts and potential visitors by spotlighting what makes their destination unique. One of the biggest advantages of the NCT YouTube Shows is that they remain online permanently, allowing each episode to continue promoting the host location long after the tournament ends. Unlike traditional advertising, these shows are always available to be discovered and shared, giving the destination ongoing exposure and the opportunity to gain new visitors year-round. As views grow over time, so does interest in the featured community, making it a long-lasting investment in local tourism.

nationalcrappietrail.com



Levels of SPONSORSHIP

Headline

- A. Contract length: Renewal every 3 years.
- B. Headline sponsor has top branding with the Event/Tournament in all print, web, social media, staging areas, wraps and YouTube, at all events.
- C. Sponsor name/logo will be branded with NCT as the headline (“presented by”) sponsor of the Event/Tournament in all media.
- D. Sponsor will receive two boat wraps and two truck wraps and the individuals will represent the sponsor. NCT will supply sponsors with recommended individuals for the Sponsor to approve.
Wrapped individuals' entries will be paid.
- E. Sponsor branding will be recognized as the “presented by” sponsor during the YouTube show intro with name/logo.
- F. Sponsor will receive a 1 minute commercial per YouTube episode.
The show will consist of Event/Tournament coverage, weigh-in, and/or crappie fishing tips and techniques.



Levels of SPONSORSHIP

Headline

- G. Sponsor will be recognized by the Event/Tournament MC as the “Headline Sponsor” during pre-event meetings, weigh-ins both on and off the live streams.
- H. Top Logo placement on sponsors roll on YouTube, live streams and social media. Sponsor will receive top placement branding at all staging areas.
- I. Sponsor recognition as “headline sponsor” at all events including, Kids Fishing Rodeos & all weigh-in locations.
- J. Social Media Deliverables:
 - 4 social media posts/month to post to Facebook, Instagram, Twitter, and Youtube. Images will include sponsor logos.
 - 2 Videos – Can be a “How To” video or Reel video with sponsor logo. These will be posted to Youtube, Facebook Reels, Instagram Reels, and/or TikTok.
 - Monthly Paid Advertisements of your business with a \$100 budget.
 - 3 Instagram and Facebook Story posts – Large logo placement on select Event/Tournament related graphics.
 - Monthly analytics on how your posts are performing.
 - Monthly Constant Contact Highlighting new products, website, social channels and more.



Levels of SPONSORSHIP

Headline

- K.** Recognition as sponsor on any live streams and podcasts. Sponsor can be interviewed on a podcast.
- L.** Top placement of website button ad with link. The Banner size is 1170 x 225 pixels and is linkable to your website.
- M.** Recognition as “headline sponsor” in all pre and post press releases/social media posts.
- N.** Name/Logo as “presented by” on all plaques, trophies and all printed materials.
- O.** Featured logo in any printed materials.



Levels of SPONSORSHIP

Gold

- A. Contract length: Renewal every 2 years.
- B. Sponsor will receive a 30-second commercial per YouTube episode. The show will consist of Event/Tournament coverage and/or crappie fishing tips and techniques.
- C. Sponsor will be recognized by the Event/Tournament MC as a sponsor during pre-Event/Tournament meetings, weigh-ins both on and off air.
- D. Sponsor will receive two boat wraps and two truck wraps and the individuals will represent the sponsor. NCT will supply sponsors with recommended individuals for the Sponsor to approve. Wrapped individuals' entries will be paid.
- E. Second tier Logo placement on sponsors roll on YouTube, live streams and social media.
- F. Sponsor will receive second tier placement branding at all staging areas and trailer.



Levels of SPONSORSHIP

Gold

- G. Second tier placement of website button ad with link. Banner size is 700 x 195 pixels and is linkable to your website.
- H. Social Media Deliverables:
 - 2 social media posts/month to post to Facebook, Instagram, Twitter, and Youtube. National Sponsorships images will include sponsor logos.
 - Video – Can be a “How To” video or Reel video with sponsor logo. These will be posted to Youtube, Facebook Reels, Instagram Reels, and/or TikTok.
 - Monthly Paid Advertisements of your business with a \$75 budget.
 - 1 Instagram and Facebook Story post.
 - Monthly analytics on how your posts are performing.
 - Monthly Constant Contact Highlighting new products, website, social channels and more.
- I. Recognition as sponsor on any live streams and podcast. Sponsor can be interviewed on a podcast.
- J. Recognition as a sponsor in all pre and post press releases/social media posts.
- K. Second Tier Name/Logo on all printed materials.



Levels of SPONSORSHIP

Silver

- A. Contract length: Renewal every 2 years.
- B. Sponsor will be recognized by the Event/Tournament MC as a sponsor during pre-event/tournament meetings, weigh-ins both on and off air.
- C. Sponsor will receive branding at all staging areas and trailer.
- D. Sponsor recognition at all events including, Kids Fishing Rodeos & all weigh-in locations.
- E. Sponsor will receive one boat wrap and one truck wraps and the individuals will represent the sponsor. NCT will supply sponsors with recommended individuals for the Sponsor to approve. Wrapped individuals' entries paid.
- F. Third tier placement of website button ad with link. Banner size is 275 x 183 pixels and is linkable to your website.



Levels of SPONSORSHIP

Silver

G. Social Media Deliverables:

- 1 social media static graphic with logo on all posted on all social media channels.
- 1 Instagram and Facebook Story post.
- Monthly Paid Advertisements of your business with a \$25 budget.
- Monthly analytics on how your posts are performing.
- Quarterly Constant Contact Highlighting new products, website, social channels and more.

H. Recognition as sponsor on any live streams and podcast. Sponsor can be interviewed on a podcast.

I. Recognition as a sponsor in all pre and post press releases/social media.

J. Third Tier Name/Logo on all printed materials.



Levels of SPONSORSHIP

Bronze

- A. Contract length: Renewal annually (1 year in length).
- B. Sponsor will be recognized by the Event/Tournament MC as a sponsor during pre-event/tournament meetings, weigh-ins both on and off air.
- C. Sponsor will receive branding at all weigh-in staging areas and trailer.
- D. Sponsor recognition at all events including, Kids Fishing Rodeos, & all weigh-in locations.
- E. Logo on website with link. Banner size is 137 x 91 pixels and is linkable to your website.
- F. Social Media:
 - 1 social media post/month to post to Facebook, Instagram, Twitter.
 - 1 Instagram and Facebook Story post.
 - Monthly analytics on how your posts are performing.
 - Quarterly Constant Contact Highlighting new products, website, social channels and more.



Levels of SPONSORSHIP

Bronze

- G. Recognition as sponsor on any live streams and podcast. Sponsor can be interviewed on a podcast.
- H. Recognition as sponsor in all pre and post press releases/social media posts.
- I. Name/Logo on all printed materials.

**We are dedicated to working with
you for promotion and give you the
service you deserve!**

We are here to serve you!