



# Tourism MEDIA KIT



**Casting, Connecting, and Growing Future Anglers**



# 2025-2026 SPONSORS



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# 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.



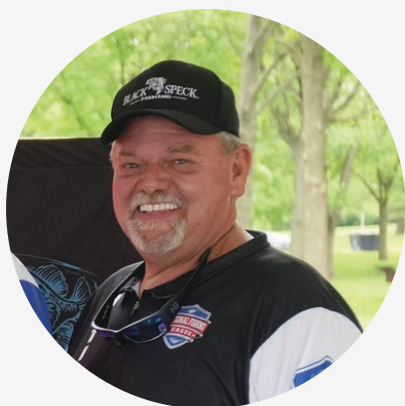


# About The Team



## 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



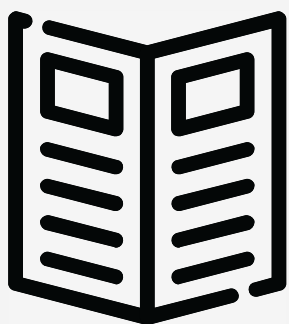
Social Media



YouTube Shows



Web



Print



Word of Mouth

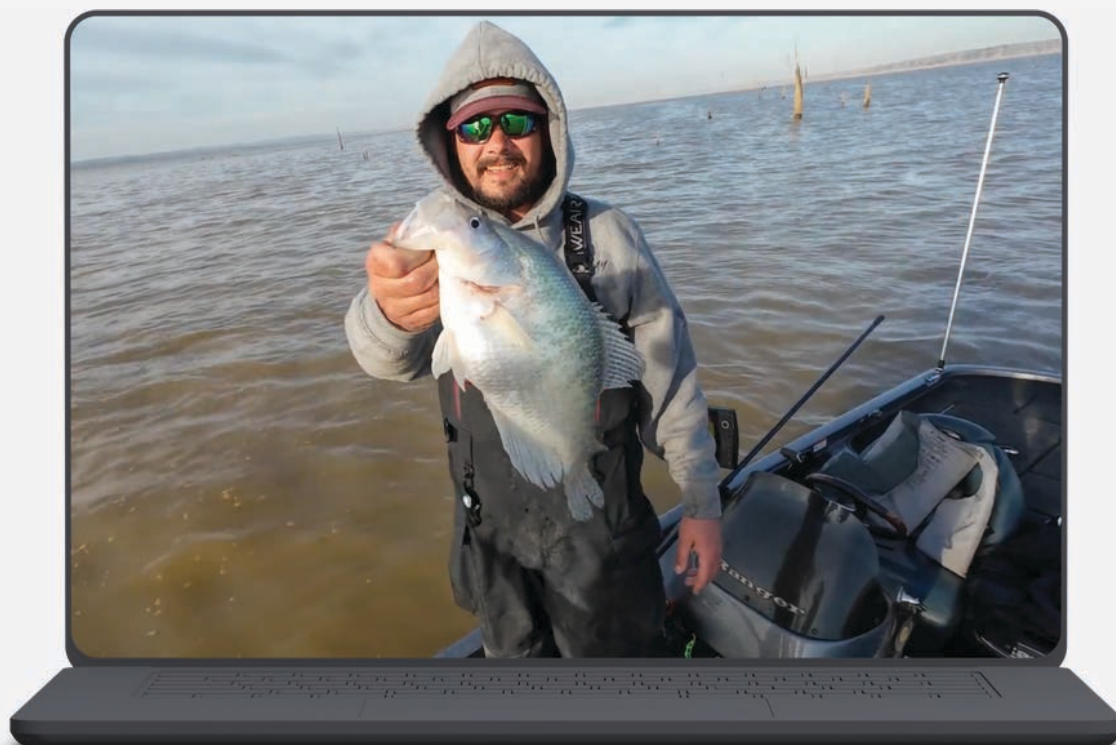


Paid Ads

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.

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# Hosting OPTIONS

- 1 Day Big Crappie Quest with YouTube Show: **\$18,500**
- 1 Day Trolling Tournament with YouTube Show: **\$17,500**
- 1 Day Trolling Tournament WITHOUT YouTube Show: **\$13,500**

## Economic Exposure

### Economic Impact – Big Fish Event (Missouri) 2025:

Number of anglers, media and staff attending 625

Percentage of local anglers 12.0%

Percentage of anglers from out of town 88%

Percentage of anglers from out of state 65%

Lodging – Hotel/Motel 81% Camping 4%

### Visits to the area prior to the Tournament for practice:

1.1 Trips with an average of 1.4 days per trip

$437 \times 1.1 \times 1.4 = 672.98 \text{ days} \times \$145.00 \text{ per day} = \$97,582.10$

### Tournament Week

1 trip @ 1.60 days for tournament

$437 \times 1.60 = 699.2 \text{ days} \times \$145. = \$101,384.00$

Total of \$198,966.10 economic impact of event with zero impact multiplier.



# How We PROMOTE YOU

## Tourism Exposure

- Your Event will be promoted on our website.
- Your Event will be listed in all Event schedules.
- Your Event is listed on national posters and local Event posters.
- Your Event is promoted on all of our social media channels. This includes live streams of the event.
- Your tourism committee is promoted with a text or button ad on the website's detailed Event page.
- You receive promotion on all radio, live stream or podcast where applicable.
- You receive promotion on any pre & post Event press releases.
- NCT will hold a free Kids Fishing Rodeo for your community with prizes.
- If your Event opts for a YouTube show, a tourism representative will be interviewed for promoting your local area on our show.
- Your area receives a local economic impact for win-win.
- Receive social media analytics of your Event performance after the event conclusion.