



ice men

ICE CAMP

North American Ice Fishing Circuit®
INFORMATION PACKET



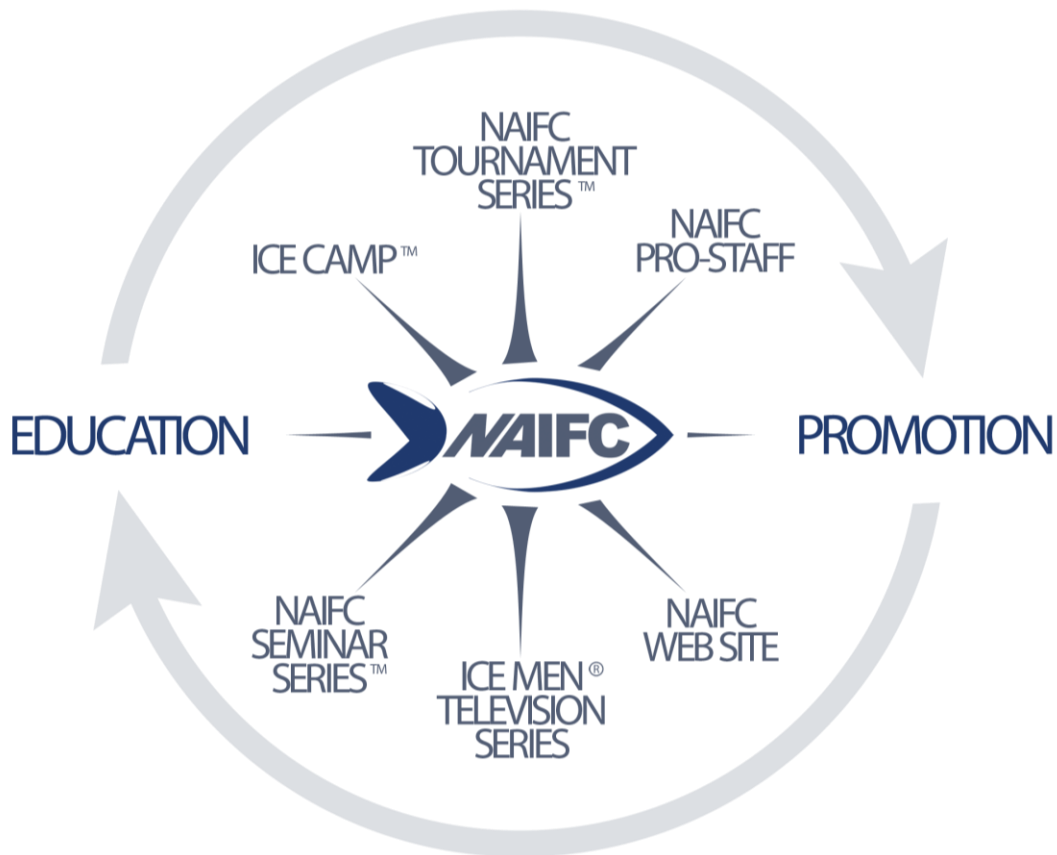
NORTH AMERICAN ICE FISHING CIRCUIT®

MISSION

The NAIFC is a corporation established by fishermen, for fishermen. The mission of the NAIFC is to advance the sport of ice fishing in North America by providing the highest level of competition, education, and product promotion.

HOST COMMUNITY OBJECTIVES

Our fundamental goal, to further establish and grow the sport of ice fishing in North America, will be achieved by building strong partnerships with our Host Communities in ways that enhance awareness and cultivate interest across traditional boundaries. To this end, the NAIFC has established several avenues that effectively connect the ice fishing industry to the mainstream. Host Communities are showcased and marketed to participants attending NAIFC events, as well as the millions of people the NAIFC reaches annually through print, Internet, television and radio broadcast, and other forms of media at the local, regional and national levels.



Sponsorship Keeps the Wheel Turning



NAIFC TOURNAMENT SERIES™

NAIFC Tournaments are multi-day, premier fishing events. The NAIFC Tournament Series season begins in January and lasts through March, with the NAIFC Tournament Series Championship Invitational held the following December. A typical season consists of five to eight regional qualifier events held in several states across the ice belt. Each regional qualifier tournament is a three-day event and has a maximum of 150 two-person teams. The size of the field for the National Championship is set at 75 two-person teams. Current and historical tournament schedules, results and season standings can always be found online at naifc.com.

The NAIFC Tournament Series has a broad competitor base and offers an even playing field. NAIFC Tournaments are truly hard-water's equivalent to big time bass and walleye tournaments held during the open-water months. However, despite the growing sophistication of NAIFC competitors, these events remain approachable for newcomers. There is an unmistakable common-folk quality to the sport of ice fishing that seems to attract hard-working people who naturally like to help others excel in the sport. It is common for elite ice competitors who have spent years honing their skills and developing new techniques to pass their knowledge on to enthusiast ice anglers. This simply does not happen anywhere in competitive fishing, and communities recognize the value in the opportunities this creates.



NAIFC SEMINAR SERIES™

This NAIFC Seminar Series is an unprecedented fishing education program that is held in conjunction with NAIFC Tournaments, open to the public, and free of charge. NAIFC Seminars are geared toward educating fishers on key aspects of tournament ice fishing. Each seminar features a recognized, industry-leading speaker, demonstration of the latest techniques and sponsor provided equipment and round-table consultation with NAIFC Pro-Staffers focusing on specific techniques on how to catch fish on the tournament lake. The curriculum also emphasizes safety, conservation and environmental stewardship. During the event, participants are encouraged to browse sponsor product displays. On the morning following the seminar, participants are invited to attend an on-ice tutorial held on the tournament lake, guided by NAIFC Pro-staffers.

The NAIFC Seminar Series stands apart as the only program of its kind in the world of competitive fishing. No other organization in the sport fishing industry offers this level of professional mentorship at no cost to the public.



ICE CAMP™

Ice Camp is a popular industry-leading youth education program that is open to the public, and free of charge. Ice Camp events are advertised in area schools, Boy Scouts, Girl Scouts, YMCA and surrounding communities.

Ice Camp consists of in-class and on-ice fishing tutorials delivered by experienced, DNR certified NAIFC Pro-Staff instructors. In addition to demonstration of the latest techniques and sponsor provided equipment, the curriculum promotes safety, conservation and environmental stewardship.

Ice Camp starts in the classroom and finishes on the ice. In between, participants are invited to take a break from the action and enjoy a hot meal and beverage. Sponsors make available equipment and prizes for the activity, and kids who sign up and participate receive complimentary ice rods and tackle used in the tutorials.

Although Ice Camp is geared toward kids, all family members are encouraged to attend regardless of age. Introduction to the newest technology coupled with professional guidance gives both the parent and child a memorable ice fishing experience.



ICE MEN® TELEVISION SERIES

Ice Men® is a fresh and fun television series that both educates and entertains audiences by revealing a candid, behind-the-scenes look at what it takes to prepare for, compete in and win world-class ice fishing tournaments. The show closely follows the successes and failures of ice anglers as they compete against hundreds of others in a full season of the NAIFC Tournament Series. Coupled with the dramatic aspect of a reality TV format, the program is focused on educating the viewer by highlighting the latest techniques and products currently used by leading ice fishing professionals. The show airs on VERSUS and is streamed online at icemen.tv.



The reality TV format transcends average fishing shows, and audiences return for an engaging story and dynamic, off-beat characters. The show's success is evident even though its first season aired on a channel available only to premium sports package subscribers. With its new home on VERSUS, available to basic subscribers, season two of Ice Men increased Host Communities exposure by over 600%.



With integrated promotion opportunities, including shot lists, active promotion by Ice Men personalities and random on-air exposure, Host Communities have several additional ways to make an impression on millions of viewers. NAIFC camera crew will film and feature significant reasons to visit the Host Community to millions of viewers.

ICE MEN® ON *VERSUS*
(85+ million HH)

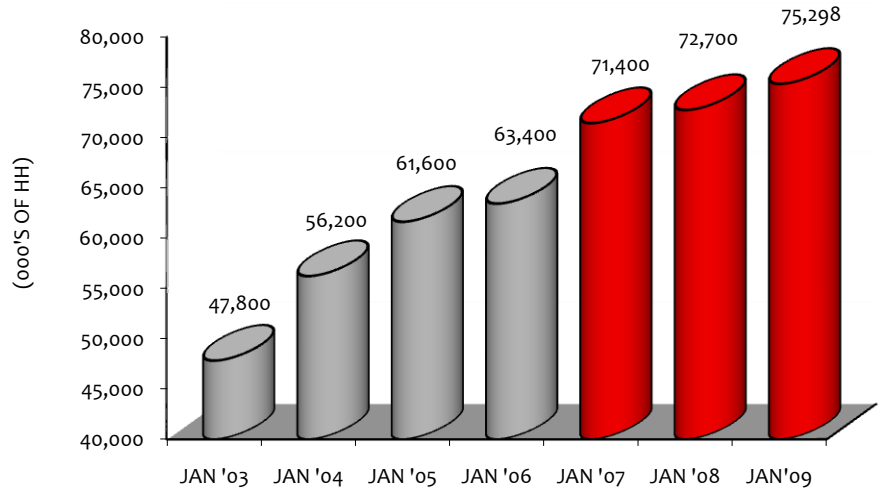


NIELSEN TELEVISION RATED SAMPLES

Average Weekly Delivery

- Total Households: 85,000
- Total Viewers: 215,900

27+mm Homes Added Since Jan '03



BRAND RECOGNITION

The NAIFC®, Ice Men® and Ice Camp™ brands all have tremendous equity in the trade arena. We are continuing to leverage that equity to create exceptional numbers of consumer impressions on every mainstream form of media available. For example, Comcast, The Sportsman Channel and Cabela's recently created and ran a cross channel advertising campaign in greater Chicago that included over 200 commercials promoting the "Ice Men Experience".

HIGH PROFILE MEDIA PRESENCE

The NAIFC Tournament Series has fast become the go-to resource for nearly all industry media storylines. As many as 200 media source press reports follow each NAIFC Tournament. Local TV and radio stations and area sports reporters often interview the participants and winners. During the season, NAIFC Pro-staffers appear on popular sports related talk shows discussing the tournaments and our sponsors. Local stations and newspapers providing coverage of NAIFC events are each presented with a media kit.

NAIFC® WEB SITE

www.naifc.com

The NAIFC and our partner organizations continue to invest heavily in expanding our unrivaled web presence, improving upon and developing new online resources for members of the ice fishing community around the world.

When it debuted in 2007, naifc.com was one of the first web sites in the sport fishing industry to feature a fully automated online tournament registration and statistical tracking system. Since that time, the site has evolved into



NORTH AMERICAN ICE FISHING CIRCUIT®

one of the most recognized online ice fishing resources, with consistent referrals coming from some of the most prominent fishing sites in the nation, including Fishing Minnesota and Thorne Brothers.

With 9.3 million hits in 2010 between September and March, our Host Communities get noticed because they are prominently displayed, promoted, linked and often highlighted in numerous feature articles, stories, updates, press releases, photos, streaming media, and coverage of NAIFC Tournaments.

All Host Community Agreements include placement of textual links to the host community web site.

TRADE SHOWS & INDUSTRY EVENTS

The NAIFC appears at key consumer trade shows such as the annual St. Paul Ice Fishing Show.

COLLATERAL MARKETING

By bringing the combined marketing efforts of the NAIFC, Ice Men, Ice Camp and the US National Ice Fishing Team to bear, the promotional impact is several orders of magnitude larger than that of any single event, such as an annual local fishing contest or derby. Thanks to our partnership with the United States Freshwater Fishing Federation (USF₃), the only recognized governing body for international competitive freshwater angling in the US, the opportunities for international exposure and promotion of our sponsors and host communities are limitless.

The NAIFC, in cooperation with USA Ice Team and the USF₃, has added a series of USA Ice Team open qualifier tournaments to the NAIFC Tournament Series schedule to determine the USA Ice Team roster. For two hours on Saturday afternoons prior to NAIFC Tournaments, ice anglers will be given the rare opportunity to represent their country on the world stage by winning a spot on the USA Ice Team. These events are expected to draw numerous competitors from all over the country.

COMMUNITY

Communities that host NAIFC tournaments recognize the value this brings during the winter months when tourism and recreational activity is typically slow. The anglers breathe life into the community by spending an average of \$500 per angler over the weekend of a tournament. With a typical competitor turnout of 50 two-person teams, hosting a NAIFC tournament can yield \$50,000 in revenue for the community.

Teams are almost always willing to donate their tournament catch to a local food bank or other local organization. Feeding the less fortunate or providing a local organization with the main meal for a fundraiser is a great opportunity to further invest in the sponsoring community.

CONTACT INFORMATION

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HOST COMMUNITY RATE OF RETURN

During check-in at all 2009-2010 NAIFC Tournaments each and every contestant was asked to fill out a survey. The forecast of revenues laid out in the survey’s answers show a tremendous return on Host Community sponsorship dollars. The survey’s answers show that each Qualifying Tournament generates substantial community dollars throughout the year... there is a great deal more revenues generated than just during the weekend of the Qualifying Tournament. The teams fishing in the Qualifying Tournament visit the Host Community several times a year. The revenue generated in the Host Community is constantly ongoing, so the Qualifying Tournament should be looked at as a year-round event that positively affects the entire community.

The questions listed are taken directly from our annual survey, as are their corresponding answers. The survey covered a wide variety of topics: from “what ice auger do you use” to “how many tip-ups do you own”... The questions that follow have the most direct tie-in with Host Communities.

Question: How many pre-tournament trips to learn a qualifying tournament lake do you make?

AFTER FREEZE-UP

1 trip	29%
2-3 trips	30%
4-5 trips	8%
6+ trips	9%

If you apply these numbers to a field of 100 teams:

29 teams make 1 trip = 29 visits to your community
 30 teams make 2 trips = 60 visits to your community
 8 teams make 4 trips = 32 visits to your community
 9 teams make 6 trips = 54 visits to your community

For a total of 175 visits to your community before the tournament begins.

\$200 per trip is a conservative cost to cover food, gas, drinks, bait, & equipment repair.

175 trips @ \$200 = \$35,000.00

50% of these trips will likely include overnight stays at roughly \$60.00 per night.

87 trips @ \$60/night = \$5,220.00

That’s **\$41,250.00 pre-tournament dollars** coming into your community between when the lake freezes and the week of the tournament.

DURING OPEN WATER SEASON

1 trip	26%
2-3 trips	28%
4-5 trips	8%
6+ trips	7%

If you apply these numbers to a field of 100 teams:

26 teams make 1 trip = 26 visits to your community
 28 teams make 2 trips = 56 visits to your community
 8 teams make 4 trips = 32 visits to your community
 7 teams make 6 trips = 42 visits to your community

For a total of 156 visits to your community during the open water season.

\$200 per trip is a conservative cost to cover food, gas, drinks, bait, & equipment repair.

156 trips @ \$200 = \$31,200.00

50% of these trips will likely include overnight stays at roughly \$60.00 per night.

78 trips @ \$60/night = \$4,680.00

That’s **\$35,880.00 pre-tournament dollars** coming into your community during the summer and fall, when the lake is not yet covered in ice.



Question: How many days prior to the day of the Rules Meeting do you arrive for a qualifying tournament?

1 day	20%
2-3 days	42%
4-5 days	31%
6+ days	7%

If you apply these numbers to a field of 100 teams:

20 teams arrive 1 day early	= 20 room nights in your community
42 teams arrive 2-3 days early	= 105 room nights in your community
31 teams arrive 4-5 days early	= 140 room nights in your community
7 teams arrive 6 or more days early	= 42 room nights in your community

Add 112 room nights since every team is required to be present at the Rules Meeting, which is held the evening prior to tournament day, and historically, 10-15% of the teams will stay over Sunday night and depart on Monday for a total of 419 room nights in your community.

419 room nights @ \$60 = \$25,140.00

Each 2-person team spends an average of \$470 to cover food, gas, drinks, bait, equipment repair and incidentals over their entire stay in town.

100 teams @ \$470 = \$47,000.00

That's **\$72,140.00** coming into your community during the week of the tournament.

Question: Where do you stay during tournaments?

Hotels	57%
Cabins	13%
Resorts	12%
Other	18%

Question: Which is more important when choosing accommodations?

Price	61%
Location	35%



REVENUE POTENTIAL FROM NAIFC ANGLERS

DURING OPEN WATER SEASON:

During the summer and fall months, teams will come and scout the Host Lake. The teams are not fishing exactly... they are learning the lake. Teams find weed-lines, map the lake's contours and mark GPS spots that may hold good structure. Whatever the team's purpose, that activity brings dollars into the Host Community totaling around **\$35,880.00** or about **\$358.00** per team entered in the tournament.

AFTER FREEZE-UP:

This is the time period between when the lake freezes over and the weekend of the tournament. Once again the teams come to pre-fish the Host Lake. This time period falls at the very end of the fourth quarter and during the early first quarter of the financial year for most retail establishments. Getting a revenue boost at this time of the year is exactly what every business in the Host Community would want. The survey indicates that pre-fishing amounts to **\$41,250.00** or about **\$412.50** per team entered in the tournament.

DURING TOURNAMENT WEEK:

Pre-fishing is kicked into high gear at this time, with almost every team in town by Friday night. Survey answers forecast the Host Community revenues for this time period to total near **\$72,140.00** or about **\$721.40** per team entered in the tournament.

TOTAL REVENUE POTENTIAL FROM NAIFC ANGLERS:

Based on the survey numbers alone, your community should see a return of **\$77,130.00** in pre-tournament dollars over a period of about 4 to 7 months depending on the scheduled date of the tournament. Adding the **\$72,140.00** your community should see during tournament week, that's a grand total of **\$149,240.00** or about **\$1,492.40** per team entered in the tournament.

This assumes that the Host Community Sponsorship is in place allowing the qualifying tournament to be announced as soon as possible, thus allowing for a summer pre-fishing season, and with ice conditions that are fishable once the lake freezes over.

Remember, these figures only account for the revenue generated in your community directly from NAIFC participants and staff being in town. They quantify none of the long- and short-term effects on your community that hosting an event with international exposure produces. The media exposure alone, through multiple outlets at local, regional, national and worldwide levels, will mark your community as a "destination" location.

The following is a copy of a press release put out by a Public Information Officer for the State of Arizona. The figures stated within are typical of NAIFC qualifier tournaments.



“BASS Regional Pumps Big Dollars into Local Economy”

YUMA, Arizona - The B.A.S.S. Federation Nation Western Divisional Bass Tournament at Lake Martinez on the Colorado River May 17-21 drew **176 anglers** from 11 states and pumped more than **\$225,000** into the Yuma economy.

The Washington State team took first-place honors and Arizona's team finished 9th in the overall competition.

William Bravence of Globe, Ariz., qualified to compete in the 2010 Bassmaster Federation Nation Championship on the Red River in Shreveport, La., on Oct. 27-29. Larry Hardy of the Tonto Basin, Arizona, hauled in a 6-pound, 10-ounce bass to claim the honors for largest fish caught on the final day of the tournament here on Martinez Lake.

But a really **big winner was Yuma's economy.**

"Filling all the hotel rooms for an entire week, that's huge for us. **This is our off-season for tourism,**" said Chris Bedringer, the events planner for the Yuma Visitors Bureau.

The Yuma Visitors Bureau estimates the tournament brought **\$200,000 to \$300,000** into the local economy. "The national exposure for Yuma was fantastic as well," Bedringer said.

The event was covered by ESPN.

Although the overall divisional tournament was 3-days long, there were also two practice days immediately preceding the competition on the Colorado River.

Kip Pollay, the president of the Arizona B.A.S.S. Federation Nation, said the City of Yuma helped tremendously in setting up this major bass tournament. "I can't say enough about all the help the City of Yuma gave us. Their willingness to work closely with us was one of the big reasons we brought the tournament here."

Pollay said the tournament **really helped a lot of local businesses.** "I know the local tackle stores sure did a booming business."

Harold Wah with Sportsman's Hide-A-Way, a tackle shop in Yuma, said the tournament anglers bought a little bit of everything from brush hogs and topwater frogs to Senkos and jigs. "The last day of the tournament the temperature dropped 10 degrees, the wind came up and the fish went deep. I guess a lot of those guys were drop-shotting Senkos. I didn't sell any Robo Worms though."

The B.A.S.S Federation Nation estimates that a tournament with **125 anglers** (there were 176 in the Western Division tournament in Yuma) typically provides the following economic benefits:

- * Rooms - \$65,625;
- * Campsites - \$1,750;
- * Gas - boats, \$36,000 and vehicles \$10,800;
- * Meals - \$70,875;
- * Entertainment - \$28,000;
- * Miscellaneous - licenses \$3,000, groceries \$7,000.
- * **Total community revenues - \$223,050 (note: this is a conservative estimate).**

For more information on the tournament, and the full results, visit sports.espn.go.com/outdoors/bassmaster/federation/index.

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Public Information Officer



HOST COMMUNITY BEST PRACTICES

1. Designate a local business to be the Tournament Headquarters. This is usually a popular bait shop, ATV dealer, Bar/Restaurant, etc. The Tournament Headquarters is a high-traffic location that area residents will easily recognize. The intent is for this location to be the go-to spot for tournament information and publicity, even though it is not typically a tournament venue.
2. Create and send a packet containing promotional materials, coupons and area information to all registered tournament participants. A mailing list will be provided by the NAIFC upon request.
3. Have all restaurants and bars request their beer and/or pop distributor create a promotional banner for the tournament. Display these banners outside the bars and restaurants for a few months leading up to the event. The banners should be free of charge to the restaurants and bars through their distributors, and will create a great deal of local knowledge and excitement ahead of time. Bars could mention the Friday Night Seminar and restaurants could highlight the Kids Ice Camp along with the tournament itself.
4. Have the hotels post their rates or a link on the naifc.com forum so the anglers can find their rates easily. A hotel that offers a special rate for NAIFC anglers brings more fishermen to that hotel over another hotel who sits quietly. Also mention amenities in the rooms, like microwaves and refrigerators. Offer a late check-out on tournament day. A well-lit parking area with security means a lot to the fishermen. If you have it, tell them!
5. Every bait shop and bar should be encouraged to sponsor one or more local teams to compete in the tournament. Get the local businesses and residents involved by hyping their local teams with something like a traveling trophy or a “Who’s the Best Fisherman in Town” challenge.
6. Contact the local High School, Community College, or Photography Club to have an official event photographer named.
7. Request that your local beer distributors print tournament flyers, and then have their route salesmen distribute and display them. This would cover every bait shop, bar, restaurant, and convenience store in the tournament area.
8. Contact local Sportsman and Fishing Clubs in a 100 mile radius. Give tournament details with a special invitation to the Friday Night Seminar and Kids Ice Camp.
9. Contact the YMCA, Church Youth Groups, Recreation District, Community Recreation Center, Adult Education, Boy & Girls Scout Troops, Schools and Day Care Centers with details of the Kids Ice Camp.
10. Have all businesses that have a “reader board” attached to their store signage put up a “Welcome NAIFC Ice Fisherman” message. That message creates excitement for the local community and the anglers. Additionally the signage also lets the fishermen know which businesses they should patronize to acknowledge the business’s support.



TOURNAMENT VENUE REQUIREMENTS

NAIFC Qualifier Tournaments consist of four (4) events besides the tournament itself which require suitable venues. These are:

- Friday Night Seminar: Attendance of 100 to 300 people
- Saturday Morning Kids Ice Camp: Attendance of 20 to 100 people
- Saturday Night Rules Meeting: Attendance of 100 to 300 people
- Sunday Weigh-In Ceremony: Attendance of 100 to 300 people

It is typical for the same venue to be reserved for all four events over the entire weekend; however this is not an absolute requirement. At a minimum, a suitable venue should comply as much as possible with the following specifications:

- Has a seating capacity of 100 to 300 people
- Has enough banquet tables and chairs (arranged banquet style)
- Has a podium or stage
- Has a public address system
- Has easy access to electrical power near the podium
- Has the capability and approval to host a cash bar* (not required for the Kids Ice Camp)
- Has space for a cafeteria style food vendor or caterer operation
- Has an accessible loading area for equipment
- Has space for three (3) to six (6) extra banquet tables for our sponsor product displays and door prizes
- Has wireless Internet access (optional but highly preferred)

If a venue is a temporary structure, such as a tent or pavilion, it must be enclosed, withstand extreme weather conditions, and capable of maintaining an indoor temperature above freezing at all times.

**Christian Brothers Brandy is one of NAIFC's corporate sponsors. During the Friday Night Seminar, Saturday Night Rules Meeting, and Sunday Weigh-In Ceremony, a 21-and-over promotional area is designated (usually in a separate room with controlled entry) and staffed at all times where complimentary alcoholic beverages are served to tournament participants.*



HOST COMMUNITY CHECKLIST

The items below should be completed by the Host Community. All information relayed back to the NAIFC should be done as soon as possible.

PUBLICITY

- Contact all local media outlets for radio, TV and newspaper within a 100 mile radius of the designated lake.
- Provide a local Sports Writer to interview the tournament winners.
- Provide a local TV Reporter to interview the tournament winners.
- Contact area YMCA, Boy Scouts, Girls Scouts, Church Youth Leagues, Schools, Community Education, Recreation Districts, Big Brother/Big Sister and Sportsman Clubs with information about the Saturday Morning Kids Ice Camp.
- Download, prepare, print and distribute the tournament flyer throughout the community and surrounding area. Local sponsors should be added to the flyer beneath the provided artwork, and printed on paper sized to accommodate this. It is the Host Community's responsibility to add local sponsors to the flyer.
- Provide the NAIFC with a list of names and contact information for each media outlet and/or personality so NAIFC staff can follow-up with additional publicity and information.
- Provide the NAIFC with the website addresses for any local sponsors whose links should appear on naifc.com.

VENUES & ACCOMMODATIONS

- Provide a venue for the Friday Night Seminar
- Provide a venue for the Saturday Morning Kids Ice Camp
- Provide a venue for the Saturday Night Rules Meeting
- Provide a venue for the Sunday Weigh-In Ceremony
- Designate a local business to be the Tournament Headquarters.
- Secure approval and space for the Christian Brothers Brandy Hospitality Room.
- Provide five (5) hotel rooms for four (4) nights (total of 20 room nights) as accommodations for NAIFC staff.
- Provide 2.5 -3 acres of plowed parking area at the tournament Launch Site.
- Provide two (2) port-a-potties and one (1) 4-yard garbage container at tournament Launch Site.
- Provide all venue location and contact information to the NAIFC.



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FOOD & BEVERAGE

- Select and schedule food vendor(s) for the Friday Night Seminar
- Select and schedule food vendor(s) for the Saturday Morning Kids Ice Camp
- Select and schedule food vendor(s) for the Saturday Night Rules Meeting
- Select and schedule food vendor(s) for the Sunday Weigh-In Ceremony
- Provide a Cash Bar during the Friday Night Seminar
- Provide a Cash Bar during the Saturday Night Rules Meeting.
- Provide a menu list for each event to the NAIFC.

PERSONNEL

- Provide a person or group to sing the National Anthem at the Saturday Night Rules Meeting.
- Provide the contact information for the local DNR's Fish Biologist or Creel Samplist.
- Provide 10 (ten) volunteers with on-ice transportation (ATVs or snowmobiles) and cold weather clothing.
- Designate a local photographer from a Club, High School, College or Community Ed who is willing to volunteer their services.
- Contact local law enforcement (Police and Sheriff) to inform them of the event and to request increased patrols by hotels.
- Designate one person in the community who will join and contribute local information on the naifc.com forum.
- Provide contact information for all of the above to the NAIFC.

LICENSING & FEES

- Send payment to the NAIFC in the amount as scheduled in the Host Community Sponsorship Agreement.
- Obtain any written approvals or licenses, and remit any taxes or fees that may be required by local and/or state organizations. This may not be applicable to your community. Individual anglers are responsible for obtaining a valid fishing license and any appropriate off-road vehicle permits in your state.