



**2024 MICHIGAN WALLEYE TOUR
SPONSORSHIP**

Who is the Michigan Walleye Tour and why Sponsor?

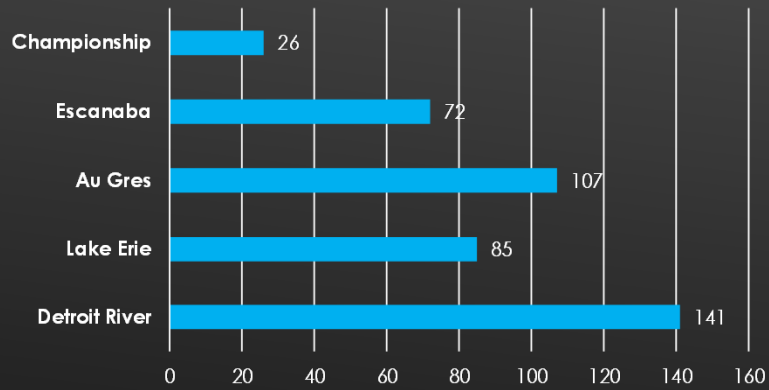
The Michigan Walleye Tour (MWT) offers a professional tournament opportunity for anglers throughout the Midwest and alongside the Saginaw Bay Walleye Club, engages communities through volunteer efforts such as Meet the Pros kids events, scholarships to students pursuing outdoors based secondary education and donating other fisheries outreaches around the state.

The MWT is experiencing our greatest growth in our 25+ year history and our reach via our website, social media outlets and app are expanding weekly with many first-time interaction in 2023. The MWT is seeking out and welcoming new partners and sponsors to grow with as we continue our increase as the largest walleye tournament series in the Midwest. We already engage many other nationally recognized current sponsors that include Skeeter Boats, Yamaha Outboards, AFTCO, SPRO, FishUSA, Church Tackle and many more. We would like your business to be one of those!

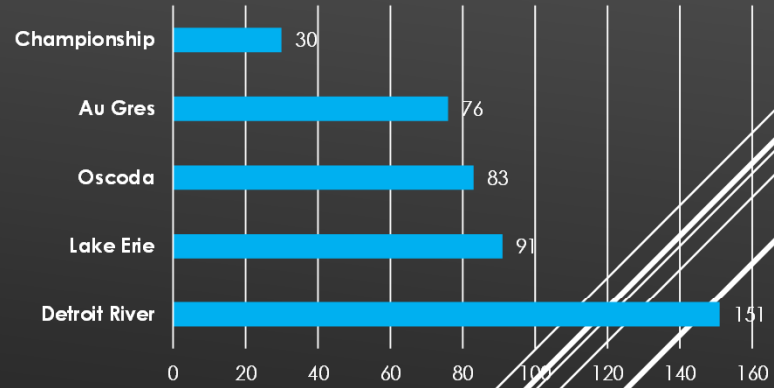


The MWT is Growing - Registered Teams for last 3 years

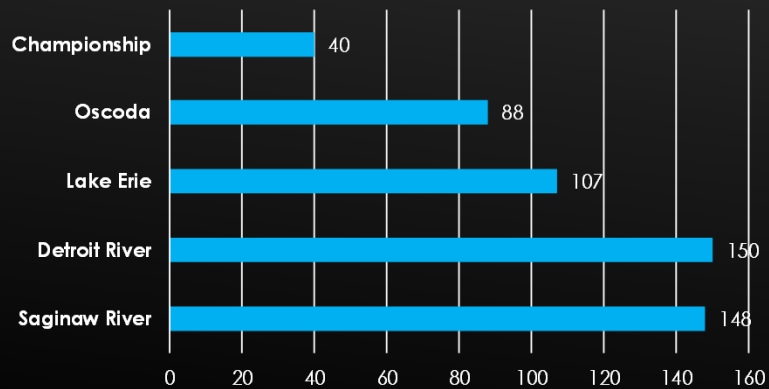
2021



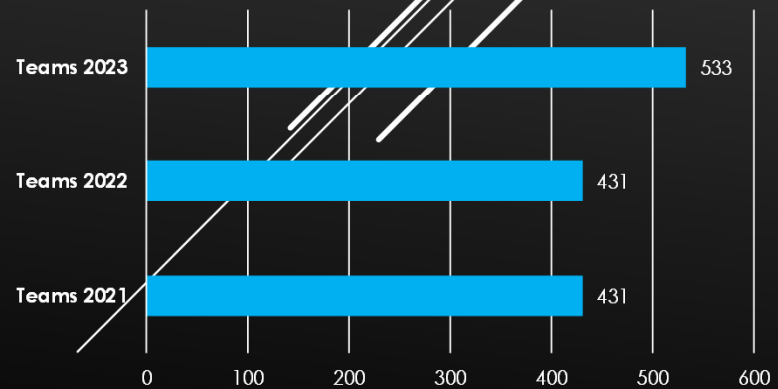
2022



2023

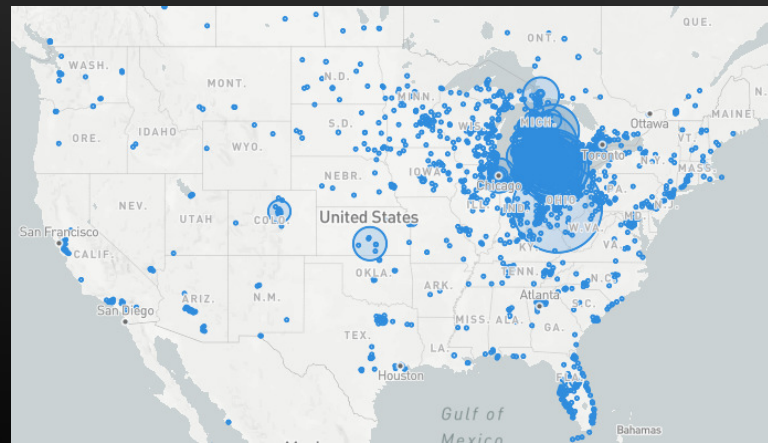
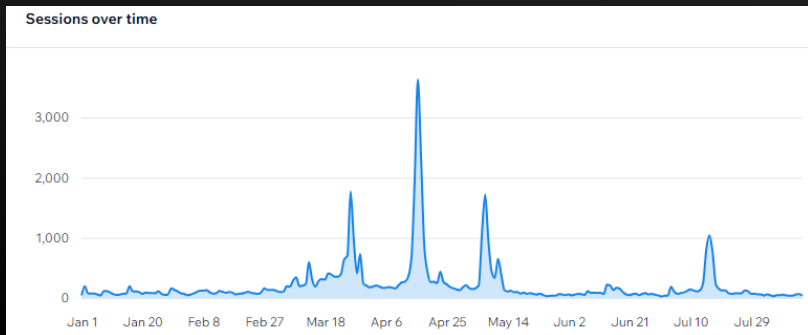
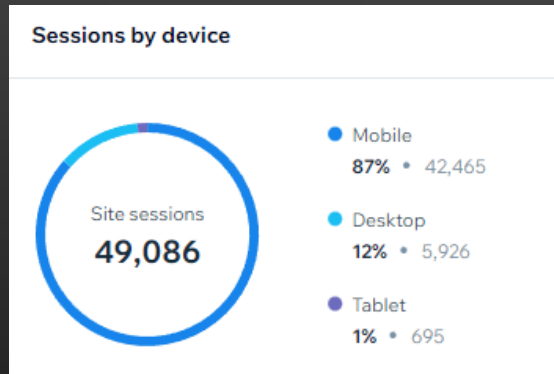


Registered Teams



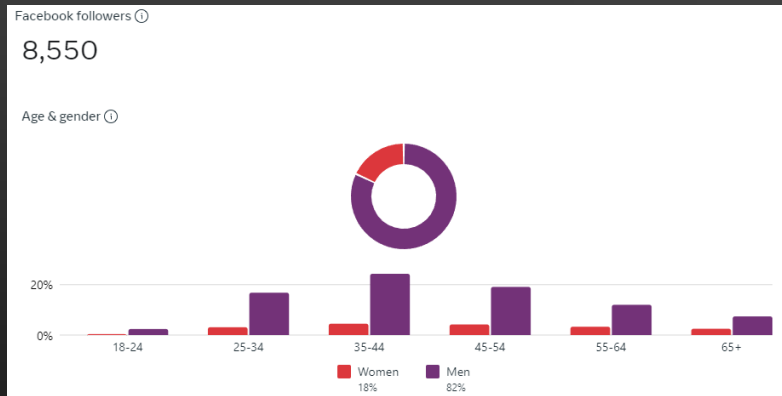
Michigan Walleye Tour Website Traffic and Data

- The MWT website usage saw 18,916 unique visitors in the last 12 months. Our MWT website sessions was up 35% with over 18K unique visitors since Jan 1, 2023.



Facebook Followers / Reach

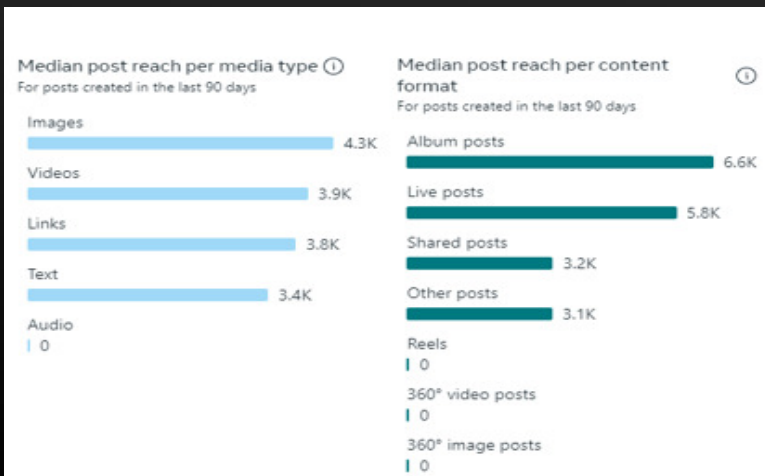
- With Facebook and Instagram (launched in 2023), we carry over 8,500 followers and our 2023 reach is over 150K.



michiganwalleyeto... + ☰

32 Posts **443** Followers **24** Following

Michigan Walleye Tour
Promoting Walleye Fishing, Education, and Conservation. Providing Anglers An Arena In Which To Compete and Spread Knowledge Since 1995.

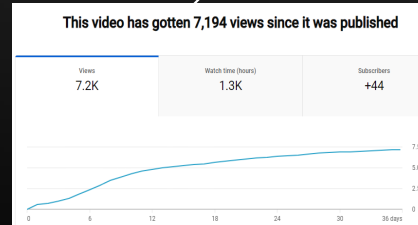
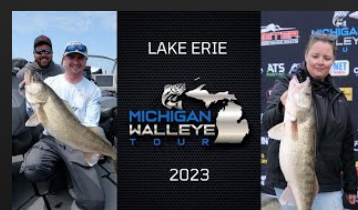
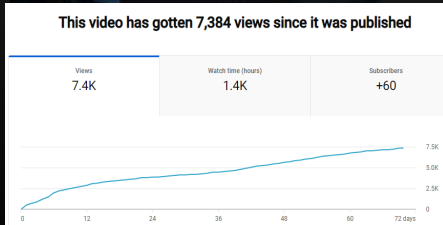
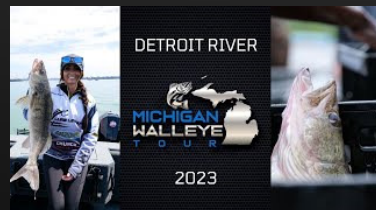
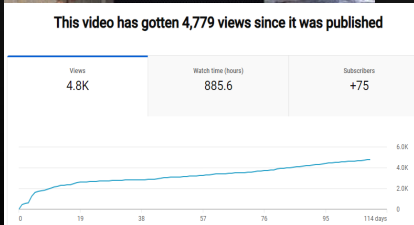


*Last 90 Days

Michigan Walleye Tour YouTube

For YouTube, we host our own channel launched in 2023, which broadcasts our tournaments and other promotional efforts, currently carrying 250+ subscribers and 20,000+ views:

Your videos got 20,622 views in 2023



Available Sponsorship Levels and Benefits

Tour Sponsor - \$10,000

- **Company Logo on main stage and angler photo backdrop**
- **Company logo displayed on MWT trailer for season**
- **Company logo and link on homepage of website**
- **Company name announced at start of each live feed**
- **Company logo on start of daily weigh in live feed**
- **Company provided commercial played on start of daily weigh in live feed.**
- **Social media posts throughout the year**
- **Company logo on flag at each event**
- **Company logo on top of registration page**
- **TV Commercial on Youtube Episodes (commercial provided by sponsor)**
- **Company logo on apparel**
- **Company logo on weight-in table**
- **Approval to sell merchandise at events**

Tournament Sponsor - \$5,000

- **Company Logo on backdrop**
- **Company logo and link on website**
- **Company name announced at start of each live feed**
- **Social media posts throughout the year**
- **Company logo on flag at each event.**
- **Company logo on registration page**
- **Company logo on Youtube episodes**
- **Company Logo on apparel**
- **Approval to sell merchandise at events**

Major Sponsor - \$2,500

- **Company Logo on backdrop**
- **Company logo and link on website**
- **Company name announced at start of each live feed**
- **Social media posts throughout the year**
- **Company logo on flag at each event.**
- **Company Logo on apparel**
- **Approval to sell merchandise at events**

Associate Sponsor - \$1000.00

- **Company logo and link on website**
- **Social media posts**

* A Title Sponsorship Package is available if exceeding the \$10,000 level

** All donations to the MWT are through the Saginaw Bay Walleye Club (SBWC) which is a 501c3 non-profit organization