



2007 FLW Wal-Mart Walleye Championship Local Sponsorship Packages
 Cleveland, Ohio - September 27 - 30, 2007

About FLW Wal-Mart Walleye Tour 2007 Championship

This is the culminating event of four qualifying events with 300 anglers per event. The championship will host 100 anglers from the qualifying events who will compete for \$675,850 in cash purses. ***The winner will take home a \$150,000 purse.***

Founded in 1979, FLW Outdoors has set the standard for fishing tournaments nationwide. They are the world's leading marketer of competitive fishing tournaments. In 2006, FLW Outdoors offered more than \$37.9 million to the nation's top anglers through 249 events in ten national fishing circuits. Fishing is the fourth most popular participation sport. It is more popular than golf or tennis combined and is topped by only walking, swimming and camping. FLW Outdoors adds NASCAR-like flair to the nation's favorite family-oriented activity.

National Sponsors for FLW Outdoors include:

Wal-Mart, USBank, Kellogg's, Energizer, Castrol, Chevy, and 54 other well-known companies.

Championship Media Exposure – Print and Television

- FLW Outdoors Magazine, 4-color glossy ad, 66,000 circulations, 198,000 readership
- Kids All-American Fishing Magazine, 4-color glossy supplement to magazine
- FLW Outdoors Brochures – 100 million people visit Wal-Mart weekly
- FLWOutdoors.com – 796,356 average monthly visits per month Jan-May 2006
- FLW Live – provides real-time, world-wide Webcast of FLW tournaments
- FoxSports Net – United States, 81 million subscribers;
- American Forces Network – Worldwide, 800,000 service men & women in 177 countries and aboard naval ships;
- Matchroom Sport – Worldwide, distributed to over 350 million homes;
- World Fishing Network – Canada, 1 million Canadian sports fishing enthusiasts, 24-hours a day, 7-days a week, covering every aspect of fishing.

•GCSFC Host Event Program – 30,000 copies to be distributed

FLW Outdoors Family Fun Zone at the Cleveland Convention Center - Free admission for spectators with thousands of square feet of family friendly fun; product samples and give-a-ways provided by sponsors.

Level	Commitment	Benefits
Platinum	\$ 10,000	<ul style="list-style-type: none"> ○ Exhibit table at Convention Center ○ 8 tickets to Opening Night Dinner ○ Logo on GCSFC promotional item ○ Logo on Website and Banners ○ Listing as sponsor in program book ○ Fishing w/Pros (2 people)
Gold	\$ 5,000	<ul style="list-style-type: none"> ○ Exhibit table at Convention Center ○ 4 tickets to Opening Night Dinner ○ Logo on GCSFC promotional item ○ Logo on Website and Banners ○ Listing as sponsor in program book ○ Fishing w/Pros (2 people)
Silver	\$ 2,500	<ul style="list-style-type: none"> ○ Exhibit table at Convention Center ○ 2 tickets to Opening Dinner ○ Logo on GCSFC promotional item ○ Logo on Website Sponsor Page ○ Listing as sponsor in program book ○ Fishing w/Pros (1 person)
Bronze	\$ 1,000	<ul style="list-style-type: none"> ○ Exhibit table at Convention Center ○ Logo on GCSFC promotional item ○ Logo on Website Sponsor Page ○ Listing as sponsor in program book
Patron Listings	\$ 250	Logo, name, contact information, details-up to 25 words
	\$ 100	Name and contact information only

For More Information Contact:

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