



“Get the NET”
With
Brent Shores

**With over 70 million fishing enthusiasts, we have
your demographics covered**

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Get the NET

Featuring: **Brent Shores**

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Special points of interest:

- The Show
- The Format
- The Benefits
- Pro Angler
- Sponsorship

The Show

GET THE NET is a hybrid fishing/travel show that follows the travels of professional Bass Angler, Brent Shores, as he boldly goes where other fishing shows would never dare.

On the road, in diners, to Old Man River's bait shop; we follow our maverick fisherman and hero, as he explores the myths and boundaries of Professional Sports Fishing.

Brent takes us beyond the boat and draws us in with his undeniable charisma and humble, infectious humor, raising **GET THE NET** to a level rarely seen in outdoor sports programming.



"Luck" is when skill and opportunity come together

The Format

GET THE NET is a half-hour (22 minute/3 segment) program that takes us on a journey, exploring the ins and outs of Brent's fishing trips in the "West".

With **GET THE NET** you get the full picture of how to get there with *Trimble Outdoors* and *Sprint/Nextel*, where to fish and what the fish are biting on.

We follow Brent with multiple cameras to make sure nothing is missed.

Once in the editing room, the show is wrapped up into a nice package that allows the viewer to escape their mundane day-to-day and take a trip with Brent Shores as he lives the life of a professional catch-and-release angler.



GET THE NET is not just another fishing show.



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Working with the Kids! Flip, Pitch & Cast

The Benefits

Becoming a corporate partner with **GET THE NET** is fun! We don't offer any reality TV dating, nor do we send any guests packing after a vote! What we do offer is reality-based television that incorporates feature film quality direction and the best things that real life has to offer.

Clearly, **ROI** can be achieved with **GET THE NET** and advertising dollars spent in sport or hobby fishing. Across the nation there are over **30 million** potential viewers on a weekly basis.

Sponsors and corporate partners achieve excellent penetration to a wide selection of demographics. The demographics cover all ages, men and women. General statistics show that nationwide fishing has over 70 million fishing enthusiasts.

National spending on this sporting industry exceeds \$170 billion, with west collecting over \$15 billion.

Here in the West we have a more diversified market in fishing; which includes Salmon, Steelhead, Sturgeon, Walleye, Trout, misc. pan fish and oh yeah..... **BIG BASS**. Sponsorship of **GET THE NET** allows for an economic yet powerful way to reach you current and future customers.



Teaching a skill makes kids a winner.



Sharing a Moment!



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Being in a position to win comes from sponsor support

Brent Shores PRO ANGLER Tournament Activities

Multiple opportunities for national media exposure are received through sponsoring Brent Shores in professional events such as B.A.S.S., FLW and other misc. western circuits.

Such events are aired on ESPN2 and Fox Sports Network. Print exposure is common in BASS Fan, BASS Times, BASS West, BASS Insider, and often local media coverage at each event. In addition to national and local media exposure, a handful of sponsors will purchase advertising in the following forms:

- Wrapping Brent's tournament boat with their approved logos
- Adding company logos to Brent's tournament shirts
- Product mentioning and representation at events.

Your company will receive added benefits by being associated with Brent's interactive, fun and informative presentation to the public at all times. Brent is very funny, witty and a fire ball of energy when talking to crowds of people.

Achievements include making it to the B.A.S.S. divisional championship 4 out of the last 5 years and making it to the B.A.S.S. nationals in 2005 and in 2007. Brent made the B.A.S.S. Nationals by finishing in the top 50 of over 40,000 competing anglers.

In 2006, Brent qualified to fish the B.A.S.S. Bassmasters Tour Open Series. His experience has poised him to take advantage of this opportunity. He has been a professional angler for over 10 years and has been airing his television show **GET THE NET** with 26 new episodes annually since 2001.



Being apart of the "Get the NET" team,
makes us all a winner.