



Meet the National Fishing League

Tourism Media Kit

By Fishermen For Fishermen



*Promoting lake communities
with Print, Web, Social Media
and Television for a win win
partnership!*



www.nationalfishingleague.com www.nationalcrappieleague.com



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Our Mission & Format

Our mission We create crappie that supports competitive fishing for all anglers, from the everyday/weekend angler to the seasoned pro, where all have a chance to compete at the National Championship on their level.

Our format is designed to promote fair competition for the everyday angler as well as the seasoned pro. Our Crappie Division I tournaments are limited to those who have not won \$5,000 individually or \$10,000 as a team or more at any professional crappie trail.

Our Open Division crappie two-day tournaments are open to all crappie anglers regardless of their previous placements and money earned.

Our tournaments award Seniors, Adult/Youth, Male/Female, and multi-pole teams to the highest-placing team at each event. We will be establishing a crappie tournament for only multi-pole fishing such as pulling and/or pushing (spider rigging) in the future.

Our National Championship is held in the Winter or Spring each year after the tournament season.

Our uniqueness continues with the most experience tournament crew. We only allowing 5 live fish to be weighed in during events. This will give more teams a chance to compete, along with preserving the fish and the fisheries where tournaments are held. NFL guarantees 100% of the entry fees and pays down 1 in 5 teams at each tournament. Big fish entries are included in our entry fee!

NATIONAL CRAPPIE LEAGUE

Guaranteed 100% PLUS Payback

NFL contributes \$25.00 per team to payback at Div I Events

NFL contributes \$50.00 per team to payback at Open Events

Minimum 100% Payback at Wild Card Events

Payback 1 in 5 teams

Angler team of the Year Awards

Top Senior, Adult/Youth, Male Female and Multi Pole Teams Awarded

By Fishermen For Fishermen

About Us



Meet The National Fishing League Team:

Paul Alpers is an NFL Director of Sales-Tournament Director and owner-partner of the National Fishing League. With over 29 years of experience in fishing tournaments, Paul has worked in various positions across the crappie fishing industry. He has been the sales director-tournament director for Cabela's CUSA, the owner of Bass Pro Shops Crappiemasters tournament trail, and has worked with other tournament trails. Paul has won two national championships, one in 1984 and the other in 2017. He has hosted the Bass Pro Shops Crappiemasters TV show for six years and has been a champion of kids' fishing rodeos and scholarships. In 2016, he was inducted into the Legends of the Outdoors Hall of Fame for his many accomplishments. (573) 280-8020



Tim Ponder (Left) is an owner-partner of the National Fishing League and has worked in crappie tournaments for many years. He has competed in many tournaments and has previously qualified and fished national championships. Tim works as a National Sales Executive, Tournament Director, and oversees all other aspects of the tournament trail. (573) 692-0354

Our crew is continued on the following page.

The team is committed to serving our sponsors, tourism, anglers, youth and the general public. If you have any questions, please feel free to contact any one of us.

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About Us Continued

Joel Harris has been a professional crappie guide since 2006. He has fished crappie tournaments for years and acted as tournament director for NFL 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. He is a strong believer in taking a kid fishing because they are the future of fishing. (662) 424-2551



Al Chapman is the National Sales Director for NCL. 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. For further information about hosting a tournament, advertising or a sponsorship, call him at (270)293-3565.

**The team is committed to serving our sponsors, tourism, anglers, youth and the general public.
If you have any questions, please feel free to contact any one of us.**



By Fishermen For Fishermen

2025 Schedule



100% PLUS

MINIMUM
PAYBACK
OPEN & DIV I EVENTS!

AMATEUR DIVISION EVENTS

NCL Contributes \$25.00 per team into payback
Entry Fee \$300.00 • 5 Fish Weighed • Payback 1 in 5 teams
\$200.00 prize for Top Male/Female, Top Adult/Youth,
Top Senior Team (over 60) and Top Multipole Team



SEMI PRO DIVISION EVENTS

NCL contributes \$50.00 per team into payback
Fish Weighed • Entry Fee \$500.00 • Payback 1 in 5 teams
\$200.00 prize for Top Male/Female, Top Adult/Youth,
Top Senior Team (over 60), and Top Multipole team

2025 CRAPPIE SCHEDULE

ALL TOURNAMENTS ARE
WILD CARD EVENTS

ENTRY FEES

AMATEUR DIVISION \$300 PER TEAM
SEMI-PRO DIVISION \$400 PER TEAM
TROLLING DIVISION \$300 PER TEAM
BIG FISH \$25 PER TEAM

Jan 25 Washington Lake, Whittington, Ferguson, Chico Lake

February 7-8 High Rock Lake, North Carolina

February 21-22 Clarks Hill Lake, GA

March 27-29 National Championship: Sardis Lake, MS

March 28, 29, 30 Expo

April 12 Kentucky Lake, Camden, TN

April 26 East Fork Lake, OH (Clermont CO)

May 2-3 Lake Carlyle, Carlyle, IL

May 17 Salamonie, Mississinewa, IN

June 6-7 Green River - Columbia, KY

June 21 Sardis Lake, MS (Trolling ONLY)

June 27-28 Eufaula Lake, Eufaula, OK

August 8-9 Truman Lake - Clinton, MO

September 12-13 Cross Lake & Red River, Shreveport, LA

October 3-4 Lake Murray, Columbia, SC

October 10-11 Grenada Lake, Grenada, MS

October 18 Lake of Ozarks, Laurie, MO

SPECIAL EVENTS

February 28 - Mar 1 Writers Camp & Big Mama Tournament
Washington Lake, Chatham MS

2025-26 NATIONAL CHAMPIONSHIP

Lake Cumberland, Somerset, KY

March 25 - 27, 2026, 3 Day National Championship

March 26 - 28, 2026, Sport Show

NCL ALSO OFFERS



By Fishermen For Fishermen



Promotion

OUR TEAM PROMOTES YOU!



Video



Web



*Social Media
and Live Streams*



Print



*Hands on and
Word of Mouth*



ONLINE PRESENCE AND LOCAL SPONSOR COVERAGE • TRIFOLDS
POSTERS • SOCIAL MEDIA • WEB



By Fishermen For Fishermen

National Crappie League
Television



NCL TV

NFL/NCL has teamed up with “Team Up 4 All”, a non profit which teaches students from grades 3 to 12 the art of film, technology, live stream production, and more. Team Up 4 All organization consist of Mid-South Broadcasting Co. and Redneck Adventures and is aired on Roku and Amazon Fire TV. Events are also live streamed on NCL and Redneck Adventures facebook.

Many of the National Crappie League tournaments, including the National Championship and Expo, will be filmed for airing on Mid-South Broadcasting in association with Redneck Adventures Television Show. The National Fishing League and National Crappie League shows will Air 3 times each, per episode. The main airings are on Fridays before the main football and sports broadcasts, which have averaged 1 million viewers at 6:30 PM on Fridays with repeats on Saturdays and Sundays.



Mid-South Broadcasting

in association with Redneck Adventures Television Show is a national and global syndication with over 24 years of production, currently reaching 110 million home across the U.S.A. and an additional 130 million around the globe. The potential reach is over 240 million homes via Roku and Amazon Fire TV Networks.

Watch On
Roku



Watch On
fireTV

The National Fishing League's Crappie Championship is held in conjunction with an Outdoor Expo and Boat Show. The championship competition will be a three-day event on Thursday, Friday, and Saturday. The Expo will be on Friday, Saturday, and Sunday. The expo will be outdoors-oriented covering hunting, camping, fishing, boating, and other outdoor activities.

NATIONAL CRAPPIE LEAGUE CHAMPIONSHIP
NATIONAL CRAPPIE LEAGUE OUTDOOR
EXPO & BOAT SHOW

Free Kids Fishing Rodeos At Each Event



2025 FREE KIDS FISHING RODEO



SATURDAY MARCH 29th

LOCATION

Chickasaw Hills
Cabins & Lodge
23286 MS315 S.
Sardis, MS 38666

REGISTRATION 8:00 AM - 9:00 AM

FISHING 9:00 AM - 10:30 AM

For Kids 12 and Under

2 age groups (8 to 12 group, 7 and below group)

Parent or Guardian must accompany each youth.



Youth Are Our Future

The National Fishing League is committed to supporting the future generations of outdoors men and anglers. We organize tournaments where we award the top placing adult/youth team. Additionally, we conduct free kids fishing rodeo at most events, where kids belonging to two age groups, 8-12 and 7- below, participate in fishing and win prizes. All participating kids receive a medallion and a sample package/prize from our sponsors. We also hold a drawing for all kids that participate, and the winners get a chance to come to the National Championship to fish for awards and scholarships. Our aim is to bring the joy of fishing and the outdoors to our youth.





Tourism Exposure

We understand the importance of the partnership between the tournament trail, local communities and their tourism. Our goal is promote the tournament, the lake and community as well as preserving fish and the fisheries of that area.

Here is a list of how we specifically promote you and your area.

- You are promoted on the tournament event page on our website.
- Your tournament will be listed in all tournament schedules.
- Your tournament is listed on national posters and local tournament posters.
- Your tournament is listed on all trifolds.
- Your tournament is promoted on all of our social media.
- Your tourism is promoted with an online ad on the website detailed tournament page.
- If you have partners in the sponsorship they too will get ad space.
- You receive promotion on all radio, live stream or podcast where applicable.
- You receive promotion on any pre & post tournament press release.
- NFL will hold a free Kids Fishing Rodeo for your community with prizes.
- If your tournament is to have video coverage, a tourism representative will be interviewed for promoting your local area on our show.
- Your area receives a local economic impact for win win.

By Fishermen For Fishermen

Economic Impact



Positive impacts on local communities!

ECONOMIC IMPACT

1 Day Division I Event

Teams: 45

Local Teams: 10%

Out of Town Teams: 25%

Out of State Teams: 65%

Trips to lake prior to tournament

2 Trips x 2.3 days per trip = 4.6 days

45 teams x 4.6 days = 207 days

207 days x \$400.00 spent per day = \$82,800.00

Tournament week

1 Trip - 4 Days

45 teams x 4 days = 180 days

180 x \$400.00 = \$72,000.00

Local Economic Impact

\$82,800.00 + \$72,000.00 = \$154,800.00

\$154,800.00 x 2.5 multiplier = \$387,000.00

ECONOMIC IMPACT

2 day Open Event

Teams: 69

Local Teams: 10%

Out of Town Teams: 15%

Out of State Teams: 75%

Trips to lake prior to tournament

3 Trips x 2.75 days per trip = 8.25 days

69 teams x 8.25 days = 569.24 days

569.24 days x \$400.00 spent per day = \$227,696.00

Tournament week

1 Trip - 7 Days

69 teams x 7 days = 483 days

483 nights x \$400.00 = \$193,200.00

Local Economic Impact

\$227,696.00 + \$193,200.00 = \$420,896.00

\$420,896 x 2.5 multiplier = \$1,052,240.00



Lake promotion and local impact equals Win Win!

By Fishermen For Fishermen

Social Media Stats



NATIONAL CRAPPIE LEAGUE 2025 ANALYTICS

SOCIAL MEDIA MANAGEMENT:
Facebook, Instagram, x (Twitter),
TikTok, and Youtube

2024 - Current

Prepared by: Emma Madan
Social Media Team Leader

By Fishermen For Fishermen

Social Media Stats



NATIONAL CRAPPIE LEAGUE ANALYTICS REPORT

01

SOCIAL MEDIA OVERVIEW

This is an overview of all boosted and organic posts across social media platforms from 2024 - Current.

2,311

TOTAL # OF POSTS

This includes organic and boosted posts.

4,964,360

TOTAL IMPRESSIONS

This includes paid & organic impressions.

255,156

TOTAL ENGAGEMENT

This includes paid & organic engagements.

324,635

VIDEO VIEWS

This includes paid & organic video views.

5.1%

AVERAGE ENGAGEMENT RATE

Measures how involved our audience is with our content (Industry Standard = 0.33%).

65,288

CLICKS

The total number of people that have clicked on our advertisements.

11¢

COST PER THOUSAND (CPM)

*ENGAGEMENT: The total number of actions people take involving your post(s). All reactions, comments and shares on "Reels" posts will be counted towards engagement, but will be excluded from the overall engagement rate.



Social Media Stats

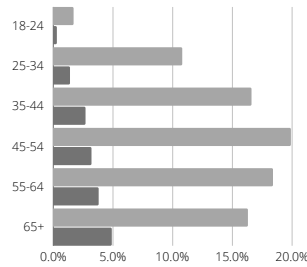
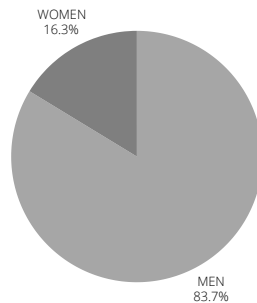
NATIONAL CRAPPIE LEAGUE ANALYTICS REPORT

02

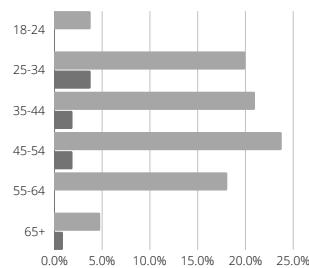
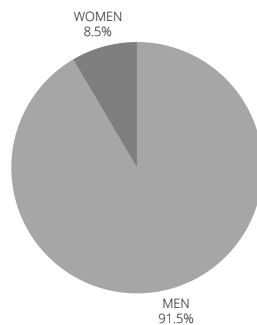
AUDIENCE

This is an overview of National Crappie League Audience on each social channel.

FACEBOOK: 20,459 FOLLOWERS



INSTAGRAM: 187 FOLLOWERS



TWITTER



36 FOLLOWERS

TIKTOK



1,016 FOLLOWERS

YOUTUBE



137 SUBSCRIBERS

By Fishermen For Fishermen

Service



We are here to serve you.

NFL is establishing healthy relationships with tourisms and communities across many states. If you have special needs or questions, please reach out to one of our representatives.

We have an experienced team and crew to fill your needs.

Lake promotion and local impact equals Win Win!

