



2025
In Honor of
"The Voice of Crappie Fishing"
Brian Sowers



Meet the National Fishing League

SPONSOR MEDIA KIT

By Fishermen For Fishermen

*Promoting sponsor products and services to
anglers across the USA via Television,
Social Media, Web, Print
and Word of Mouth.*

www.nationalcrappieleague.com | www.nationalfishingleague.com

By Fishermen For Fishermen



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 Wild Card events are have both divisions fishing. Open Division compete for 2 days while Division I anglers compete 1 day at the same event.

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 High School and Youth Bass Tournaments are 100% payback giving various ages of youth to compete.

Our uniqueness continues with the most experienced tournament crew.

NATIONAL CRAPPIE LEAGUE

Guaranteed 100% Plus Payback

NCL Contributes \$25.00 per boat
to the Big Fish Pot at divisional tournaments

NCL Contributes \$50.00 per boat
to the Big Fish Pot at Open Division tournaments
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

NBL High School and Youth Bass Tournaments are 100% payback



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.



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



Promotion

OUR TEAM PROMOTES YOU!



Television



Web



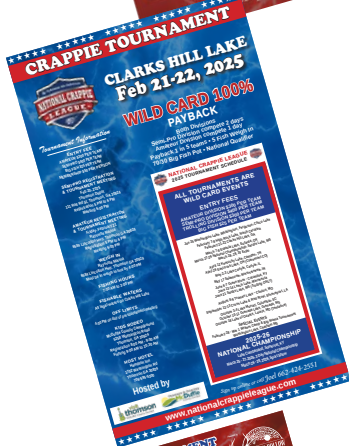
Social Media Live Streams



Print



Hands on and Word of Mouth



ONLINE TOURNAMENT BROCHURE • TRIFOLDS • POSTERS • SOCIAL MEDIA • WEB



By Fishermen For Fishermen

NFL 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 FISHING LEAGUE OUTDOOR EXPO & BOAT SHOW

By Fishermen For Fishermen

Social Media Stats



NATIONAL CRAPPIE LEAGUE 2025 ANALYTICS

SOCIAL MEDIA: FACEBOOK, INSTAGRAM,
X(TWITTER), YOUTUBE, & TIKTOK

Leader Overall 2024

Prepared by: Emma Madan
Social Media Team Leader

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Social Media Stats



NCL 2024 ANALYTICS

01

SOCIAL MEDIA OVERVIEW

This is an overview of all boosted and organic posts across the ALL social media platforms in 2024.

1,897

TOTAL # OF POSTS

This includes organic and boosted posts.

4,220,682

TOTAL IMPRESSIONS

This includes paid & organic impressions.

203,989

TOTAL ENGAGEMENT*

This includes paid & organic engagement.

246,036

TOTAL VIDEO VIEWS

This includes paid & organic views.

4.9%

AVERAGE ENGAGEMENT RATE

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

55,754

CLICKS

The total number of people that have clicked on your content.

31¢

COST PER THOUSAND (CPM)

Social Media Stats



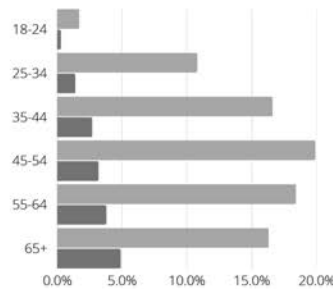
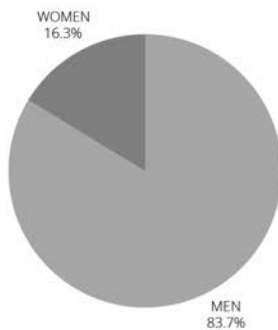
NATIONAL CRAPPIE LEAGUE ANALYTICS REPORT

02

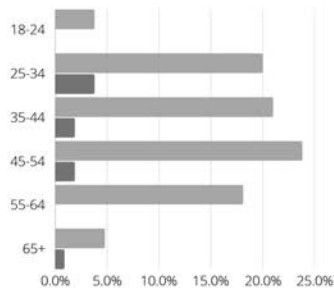
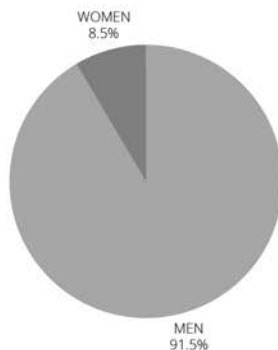
AUDIENCE

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

FACEBOOK: 19,807 FOLLOWERS



INSTAGRAM: 149 FOLLOWERS



TWITTER



24 FOLLOWERS

TIKTOK



671 FOLLOWERS

YOUTUBE



108 SUBSCRIBERS



By Fishermen For Fishermen



2025 Schedule

100% PLUS

**MINIMUM
PAYBACK**

OPEN & DIV I EVENTS!

AMATEUR DIVISION

\$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

NCL contributes \$50.00 per team into payback

Fish Weighed • Entry Fee \$400.00 • Payback 1 in 5 teams

\$200.00 prize for Top Male/Female, Top Adult/Youth,
Top Senior Team (over 60), and Top Multipole team

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 7-8 Eufaula Lake, Eufaula, OK

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 13-14 Leech Lake, Minnesota

June 21 Sardis Lake, MS (*Trolling ONLY*)

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

National Sponsors

By Fishermen For Fishermen



Presented by



www.happyhollowoutdoors.com

Thank you to our national sponsors for your support. Please support these sponsors.

BUBBA



PBO
PURPOSE BUILT OPTICS

REDNECK
ADVENTURES
TELEVISION SHOW



ENGEL
Coolers

AMPED
OUTDOORS
LITHIUM



MotorMate
Tow with confidence

EVERHARTS
OUTDOORS



GAMMA
MOLECULARLY ALTERED LINES

YETI
COOLERS



RAMBLER
ANGLER & BLADE Co.



Nothead
Tackle



HITEC



ATX LURE
COMPANY
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FISHING
FRENZY

BLACK SPECK
FISHING



THE LI'L TUFFY
THE BAIT
CRAPPIE CANT™ RESIST



B'n'TH



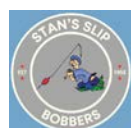
ON THE JIG
JINYS
HAND TIED HAIR JIGS



ZEBCO



CRAPPIE
NOW!



MERCURY
Outboards

HOOK & TACKLE





Free Kids Fishing Rodeos At Each Event



FREE KIDS FISHING RODEO



April 26, 2025



Location:

Sherry's Bait Shop & Pond

2155 Slade Rd

Batavia, OH 45103



**FISHING
FRENZY**



ZEBCO



Registration 8:00 AM - 9:00 AM

Fishing 9:00 AM - 10:30 AM

Prizes!

For Kids 12 and Under

Fun!

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

Bring Your Pole and Bait!

Parent or Guardian must accompany each youth.

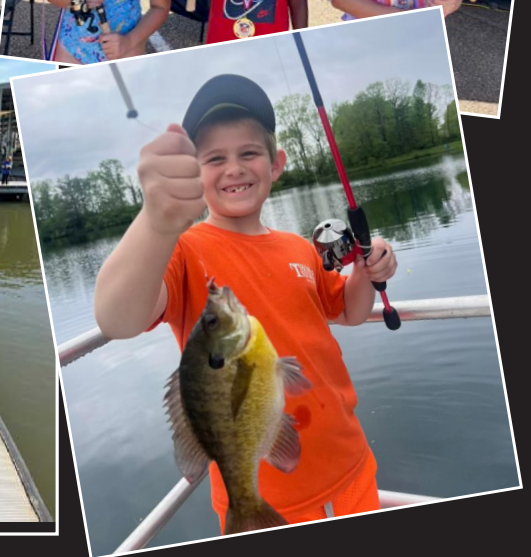
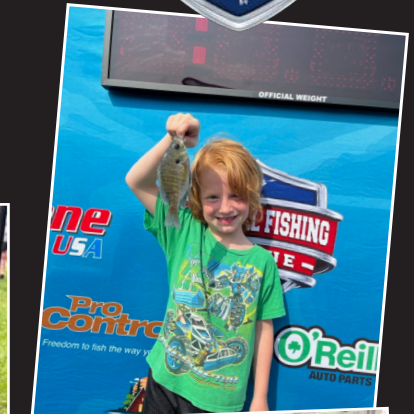
NCL TV Show Airing on Mid-South Broadcasting, Roku, and FireTV. Show times are Friday, Saturday, Sunday & Tuesday at 6:30 pm CST.



www.nationalcrappieleague.com | www.nationalfishingleague.com

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.



By Fishermen For Fishermen



Service

We are dedicated to working with you for promotion and give you the service you deserve! We are here to serve you!

If you have specific sponsor needs that are not met by our sponsor levels, please contact us and let's see what we can do for you!

Special sponsorships available

- BIG FISH SPONSOR
- KID'S RODEO SPONSOR
- SENIORS SPONSOR
- ADULT/YOUTH SPONSOR
- MALE/FEMALE SPONSOR
- TROLLING TOURNAMENT SPONSOR

