



LIP RIPPER

2024 media guide o

Positively influence the sport of angling by recruiting new anglers, serving as a leader among professional anglers and partnering to build and enhance communities and brands within the fishing industry while leaving the sport stronger for generations to come.

KEY PRIORITIES

RECRUITMENT: Recruit new anglers to the sport of fishing.

PROFESSIONALISM: Foster professionalism in the fishing industry.

COMMUNITY: Strengthen communities and businesses that rely on the sport of fishing.

EDUCATION: Provide educational materials to anglers of all skill levels.

PRIORITIES

RECRUITMENT

Recruiting new anglers into the sport of fishing is key for ensuring the sport will remain relevant and strong for generations to come. Particularly, recruiting individuals who are beginning their own careers and starting their own families. In addition to individuals new to the sport, recruiting and leading anglers looking to pave their way into the world of professional fishing is a critical component of ensuring the fishing industry will remain strong for future generations.

PROFESSIONALISM

Entering the fishing industry is a dream opportunity for many dedicated anglers. Whether making a primary income through guiding, tournaments, or simply enjoying the benefits of the fishing industry has to offer on the side, fostering professionalism and serving as a leader among these anglers is key for both their success and the overall growth and strength of the fishing industry.

COMMUNITY

Community is a key component in the outdoor industry. While certain communities across the region and country are driven by hunting and fishing, there is also a sense of community among fellow anglers, guides, tournament competitors and businesses. These communities combine to drive the fishing industry.

EDUCATION

Education is a critical component of recruiting and retaining anglers to the sport. New anglers are constantly looking for more information so they can have more success on the water and as these anglers have more success their passion for the sport will grow stronger and stronger. Providing educational materials at a variety of levels will help anglers of all skill levels have more success when out on the water.



Enhancing and positively influencing the outdoor industry is my passion. Each day, I strive to strengthen our sport and ensure our outdoor traditions remain strong for generations to come.



BECOME AN ANGLER PROGRAM

Provides informational materials and guidance to help new anglers become involved in the sport while providing incentives to participate in angling and sharing their experience on the water.

Participants in this program receive educational materials, access to a private Facebook group to share their experiences and photos, the chance to be featured on the Lip Ripper Fishing social media platforms, and the opportunity to receive prize packages donated by sponsors.

How You Can Be Involved:

- » Donate items to be used in prize packages for participants.
- » Sponsor an educational article.
- » Sponsor an educational video.
- » Provide discount opportunities for new anglers.

BECOME A PRO PROGRAM

Provides educational materials to individuals who are looking to begin a career in the fishing industry while providing support and mentorship as they pursue their goal.

Individuals that join the Become a Pro program receive tools and information that will start them off on the right foot when starting or growing their brand in the fishing industry. These tools include everything from a listing in the Business Director on midwestliprippers.com, tips and tricks to booking guide clients, competing in tournaments, product testing and discount codes, and branding and marketing help to elevate their brand to the next level.

How You Can Be Involved:

- » Provide discount programs to participating members.
- » Provide products for members to test.

FEATURED BUSINESSES

Promotes communities that rely on hunters and anglers to support their local economy and provides resources for anglers to plan their trip.

Featured communities and businesses will be listed on the Business Directory on midwestliprippers.com. Also included in the partnership is a featured post on Lip Ripper Fishing social media platforms and in Plan Your Trip content that will be shared on the blog and on all social media channels.

How You Can Be Involved:

- » Become a Featured Business

EDUCATIONAL CONTENT

New and engaging content for all skill levels to be shared on midwestliprippers.com and all social media platforms.

Creates educational and informational content is what midwestliprippers.com is known for. With nearly 62,000 website views so far in 2023, businesses featured in these articles receive attention that helps boost their sales, brand recognition, and social media following.

How You Can Be Involved:

- » Sponsor an article.
- » Donate products to be tested and featured in an article.
- » Be a guest writer.

THE MINNOW

- » Website, logo/advertisement placed on one Fishing Report.
- » Two social media posts featuring your business.

THE KEEPER

- » Website, logo/advertisement placed on:
 - ▶ Two Fishing Reports
 - ▶ Two Tactical articles
 - ▶ One Location page.
- » Four social media posts featuring your business.

THE TROPHY

- » Website, logo/advertisement placed on:
 - ▶ Two Fishing Reports
 - ▶ Four Tactical articles
 - ▶ Two Location pages.
- » Five social media posts featuring your business.
- » Logo decal on the truck and/or boat.

THE STATE RECORD

- » Website, logo/advertisement placed on:
 - ▶ Three Fishing Reports
 - ▶ Five Tactical articles
 - ▶ Two Location pages.
- » One 500-1,000 word Advertorial shared on the blog and on all social media channels.
- » Five product images or five images featuring your logo.
- » Seven social media posts featuring your business.
- » Logo featured on clothing worn for tournaments and in photoshoots.
- » Logo decal on the truck and/or boat.

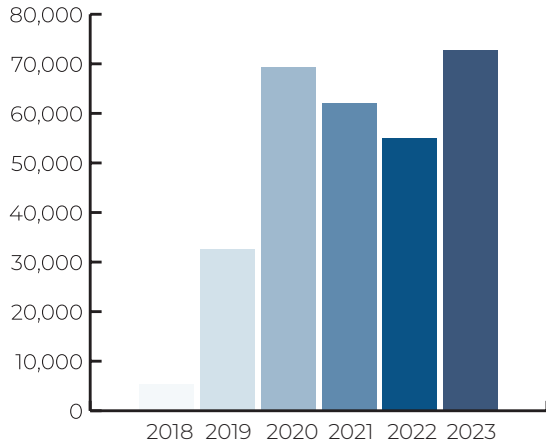
ADD-ONS

- » Logo on clothing (\$30)
- » Truck Wrap (\$3,000 + cost of wrap)
- » Boat Wrap (\$1,000 + cost of wrap)
- » Logo on wrap (\$250)
- » Advertorial (\$200)



OVER
181,000
WEBSITE VISITORS
SINCE 2018

WEBSITE VIEWS
2018-2023



20+
ARTICLES WRITTEN
AND PUBLISHED EACH
YEAR.

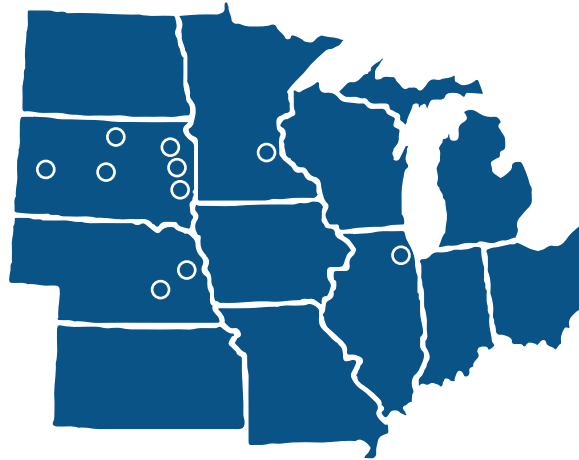
TOURNAMENT STATISTICS

2
TOURNAMENT
WINS

11
TOP FIVE
FINISHES

25
TOP TEN
FINISHES

TOP AUDIENCES
OVERALL



SOCIAL MEDIA

- Sioux Falls
- Pierre
- Omaha
- Brookings
- Lincoln
- Aberdeen
- Rapid City
- Watertown
- Mitchell
- Estherville

WEBSITE

- Omaha
- Minneapolis
- Chicago
- Sioux Falls
- Lincoln
- Pierre
- Denver
- Brookings
- Des Moines
- Dallas

CIRCUITS FISHED

- SOUTH DAKOTA ELITE SERIES (2019)
- PIERRE TUESDAY NIGHT LEAGUE (2021, 2022, 2023)
- THE FISHING CREW SERIES (2022)
- NEBRASKA WALLEYE TRAIL (2023)

National Team
Championship
Qualifier 2022

SOCIAL MEDIA

FACEBOOK
2.2K Likes
2.6K Followers

INSTAGRAM
579 Followers



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