

LIP RIPPER

FISHING



2025 MEDIA GUIDE

WHO WE ARE

MISSION:

To 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.



“The outdoors are more than a hobby, they are a key economic driver for many communities and businesses across the region. My goal is to help develop anglers, lead professionalism in the industry, and grow the businesses that rely on hunters and anglers.”

- Nick Harrington, Owner

INDUSTRY IMPACT

WEBSITE ANALYTICS

362,798

VIEWS SINCE 2018

220,574

VISITORS SINCE 2018

62,500

AVERAGE ANNUAL VIEWS SINCE 2020

SOCIAL MEDIA

YOUTUBE

- » 141,000 total views
- » 2,200 hours of watch time
- » 493 subscribers
- » 238 videos

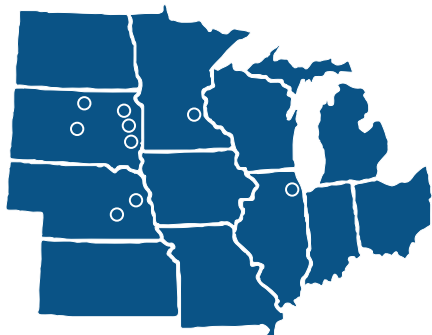
FACEBOOK

- » 2,800 Lip Ripper Fishing Facebook Followers

INSTAGRAM

- » 4,700 mrwalleyesd Instagram Followers
- » 620 Lip Ripper Fishing Instagram Followers

AUDIENCE



Primary Markets:

- » South Dakota
- » Omaha, Nebraska
- » Lincoln, Nebraska

Secondary Markets:

- » Minneapolis, Minnesota
- » Chicago, Illinois
- » Denver, Colorado
- » Des Moines, Iowa
- » Dallas, Texas



SPONSORSHIP OPPORTUNITIES



Individual Fishing Report Sponsorship

Investment: \$100 per report, \$400 for five reports, \$800 for ten reports

- » Online Written Report:
 - Digital ad and reference in online written fishing report
- » Video Report (YouTube, Facebook, and Instagram)
 - “Sponsored by” shout out in video report
- » Social Media
 - Tag in Facebook post with accompanying report video and link
 - Tag in Instagram post with accompanying report video

Year-Round Fishing Report Sponsorship

Investment: \$2,000 for all 2025 fishing reports (20-30 depending on conditions)

- » Exclusive advertising, no additional ads or shout outs in fishing reports
- » Logo included in website hero image report graphic

More options available on next page



SPONSORSHIP OPPORTUNITIES

Dedicated Blog Post/Article (Tackle Profile, Fishing Tip, or Destination)

Investment: \$1,500 per post plus YouTube video

- » 800-1,500 word post/article posted on Lip Ripper Fishing website
- » Post shared on Lip Ripper Fishing social media pages with tag
- » YouTube video shared with similar content and shout out

Destination Highlight

Investment: \$4,000 plus lodging

- » Two Articles/Blog Posts:
 - 800-1,500 word blog post on trip
 - Lip Ripper Fishing Destination write-up
 - ▶ Post included on Lip Ripper Fishing Destinations page
 - Instagram reel on Lip Ripper Fishing account with tag
 - YouTube video highlight location/trip
 - Facebook Post:
 - ▶ Stand alone posts with pictures, caption, and tag
 - ▶ Both articles shared with tag
 - Google Review
 - Inclusion on Weekly Fishing Report





TOURNAMENTS

65

TOTAL EVENTS

3

WINS

14

TOP FIVE FINISHES

32

TOP TEN FINISHES



SPONSORSHIP OPPORTUNITIES

Tournament Sponsorship

Investment: Priced by Tournament

- » Shout out in pre/post tournament videos for YouTube and Facebook
- » Advertisement in pre/post tournament write-ups including call out
- » Branded clothing worn over event weekend if possible/ applicable
- » Shout out in tournament interview if possible/applicable
- » Tag and reference in Lip Ripper Fishing social media posts related to event
- » Additional photo/video coverage may occur depending on the event

Tournament Rates

- » National Walleye Tour, Lake Sharpe - \$3,000
- » Nebraska Walleye Trail, Merritt Reservoir - \$2,000
- » Nebraska Walleye Association, Merritt Reservoir - \$2,000
- » Cedar Shore Resort, Lake Francis Case - \$1,500

Additional Options

- » Digital advertisement on existing website article - \$50
- » Dedicated social media post with tag/caption - \$50
- » Boat/Truck Wrap - *Cost of wrap plus* - \$5,000
- » Branded clothing worn on social media post - *Provide clothing*
- » Product tests/reviews - *Provide product*

