



## 2025 Sponsorship Proposal Information



# What is the Michigan Walleye Tour and Why Become a Sponsor?

The Michigan Walleye Tour (MWT) offers a professional tournament platform for anglers throughout the Midwest. Our mission is to create the best competitive fishing environment while promoting conservation and sportsmanship. In partnership with the Saginaw Bay Walleye Club, MWT actively engages communities through initiatives such as "Meet the Pros" kids' events, scholarships for students pursuing outdoor-related education, and various fisheries outreach programs across the state.

Currently, the MWT is experiencing unprecedented growth in entering our 30<sup>th</sup> Anniversary in 2025. Our impact and reach is expanding daily through our website, social media and YouTube TV productions, attracting many first-time interactions and competitors in 2024.

We are actively seeking new partners and sponsors to join us as we continue to grow into the largest walleye tournament series in the Midwest. Our current roster includes nationally recognized sponsors like Skeeter Boats, Yamaha Outboards, AFTCO, SPRO, Johnson Outdoors, Church Tackle, and more. We would love for your business to be part of this exciting journey!

# Michigan Walleye Tour 2025 Video Production

We are excited to enter our third year with our production team led by Michigan Out Of Doors TV producer Jordan Browne. Jordan has managed the MOOD TV and Social Media platform for over 10 years and is now separately partnering with the MWT as well.

2025 Production plans include:

- Livestream of all weigh-ins for each tournament stop
- On-the-water shots and videos during tournament days to Facebook and/or Instagram
- Post Tournament recaps each day after at every tournament
- Five TV shows produced to highlight the tour location, sponsors and fishing action
- Full episode posted to YouTube and Facebook

Livestreaming and video production are crucial for showcasing and supporting sponsors like you!

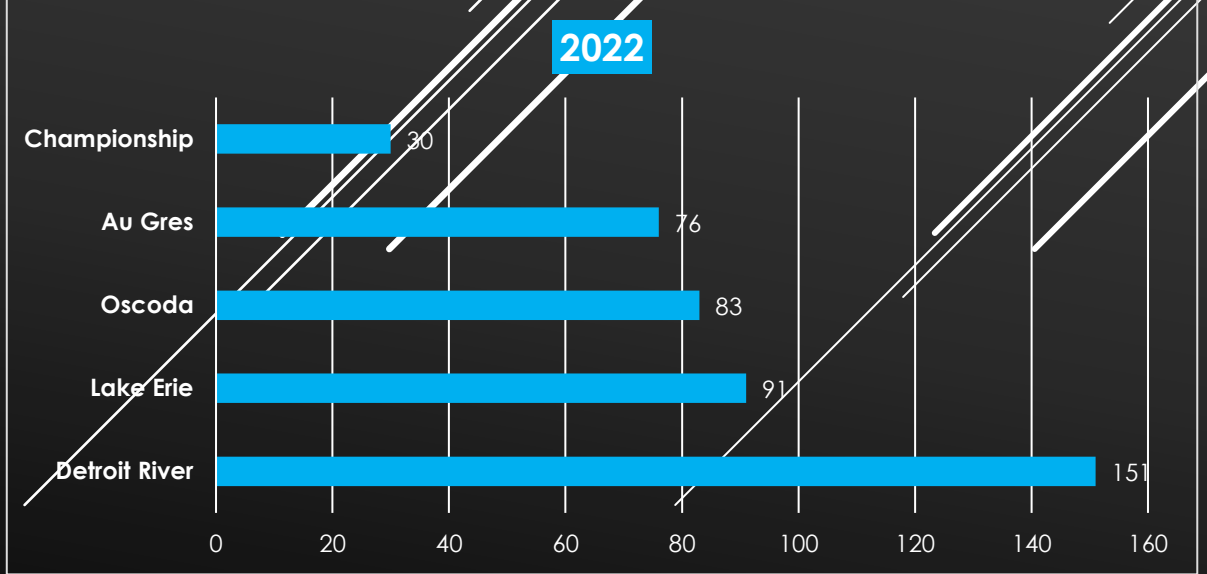
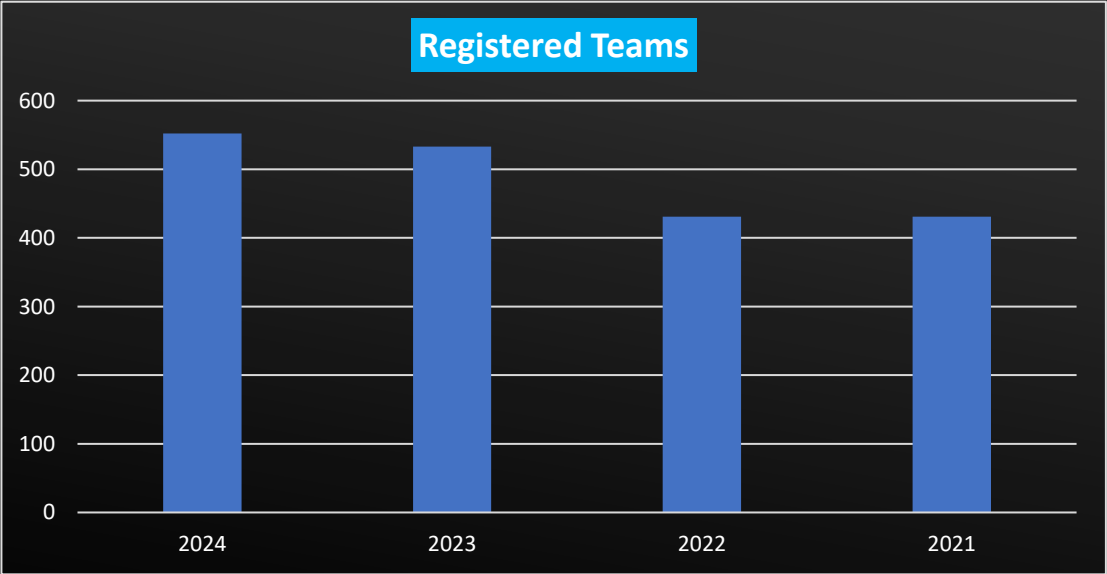
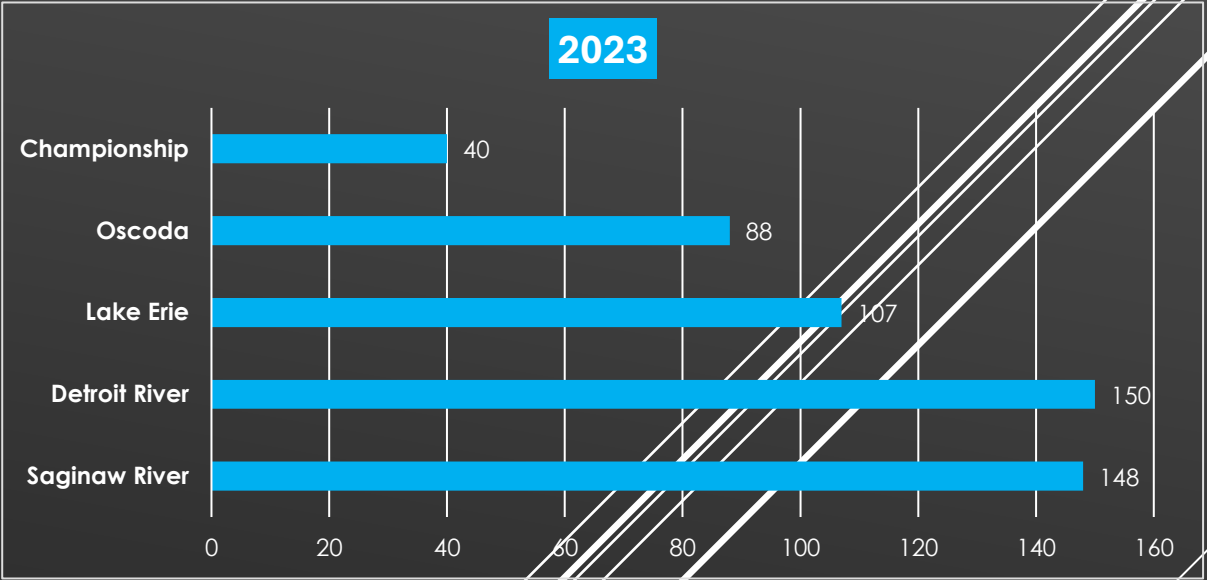
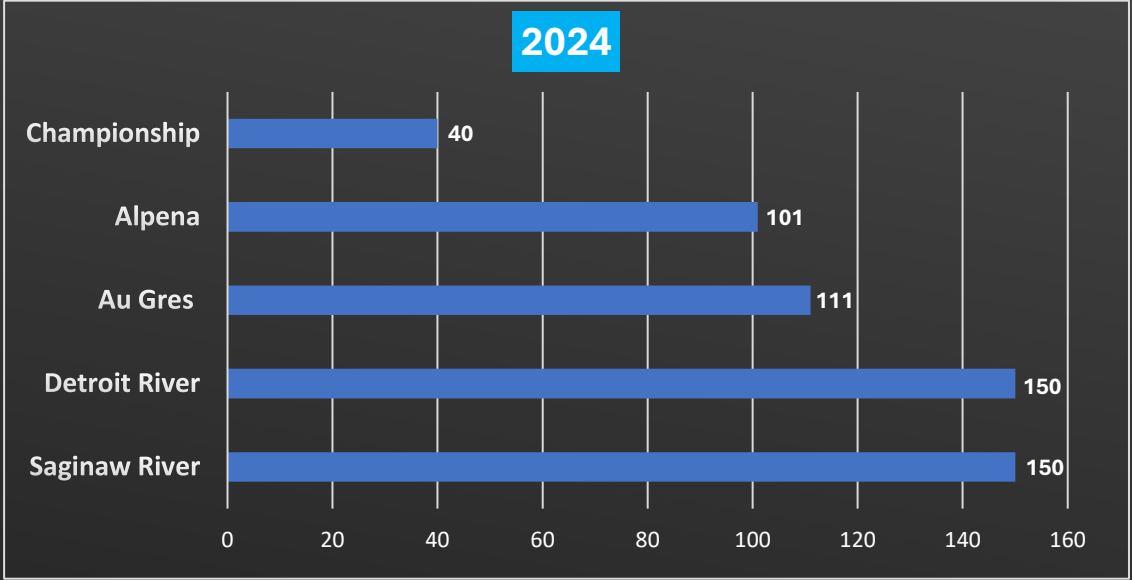
# Michigan Walleye Tour 2025 Social Media Administration

The Michigan Walleye Tour recognizes the vital role social media plays in growing our brand and supporting our sponsors. Platforms like Facebook, Instagram, X (formerly Twitter), and others are essential for effectively showcasing products and services.

In 2025, we're committed to elevating the experience for both our loyal and new sponsors. We've hired a dedicated social media manager who will enhance our online presence and expand our outreach throughout the year.

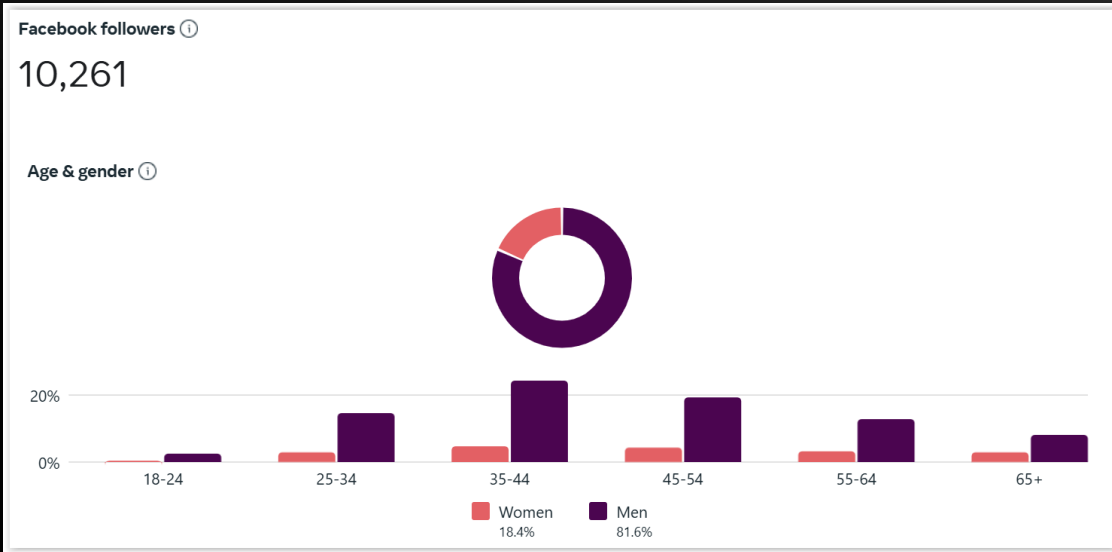
We're excited to bring this resource on board to ensure that every sponsor is well-represented to our followers and viewers during every Michigan Walleye Tour event during our 30<sup>th</sup> Anniversary year.

# The MWT is Growing - Registered Teams for last 3 years

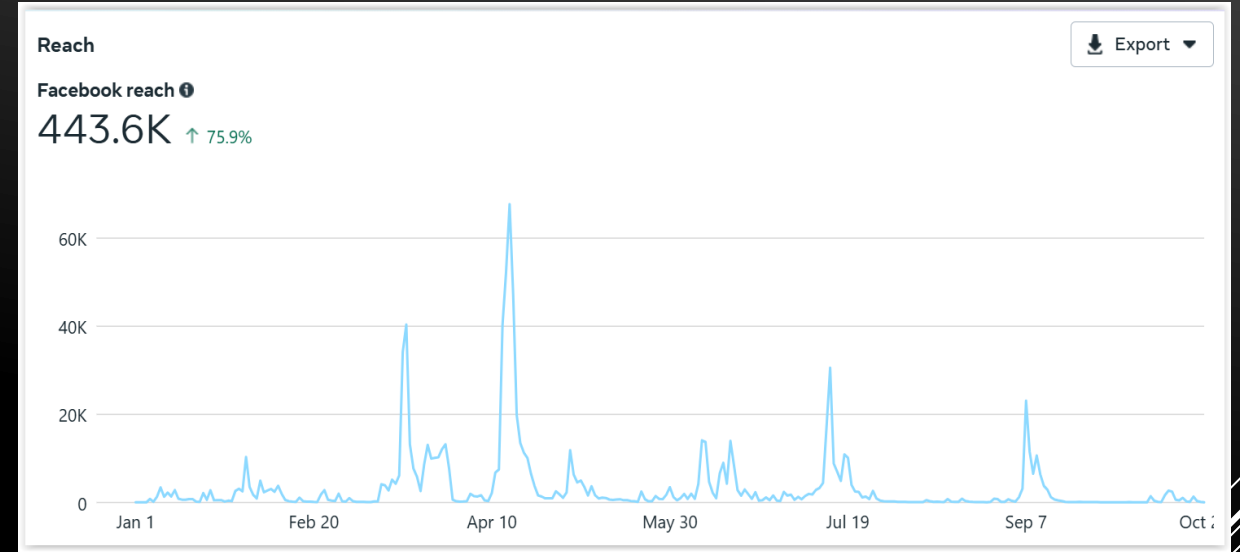


# Michigan Walleye Tour 2024 Social Media

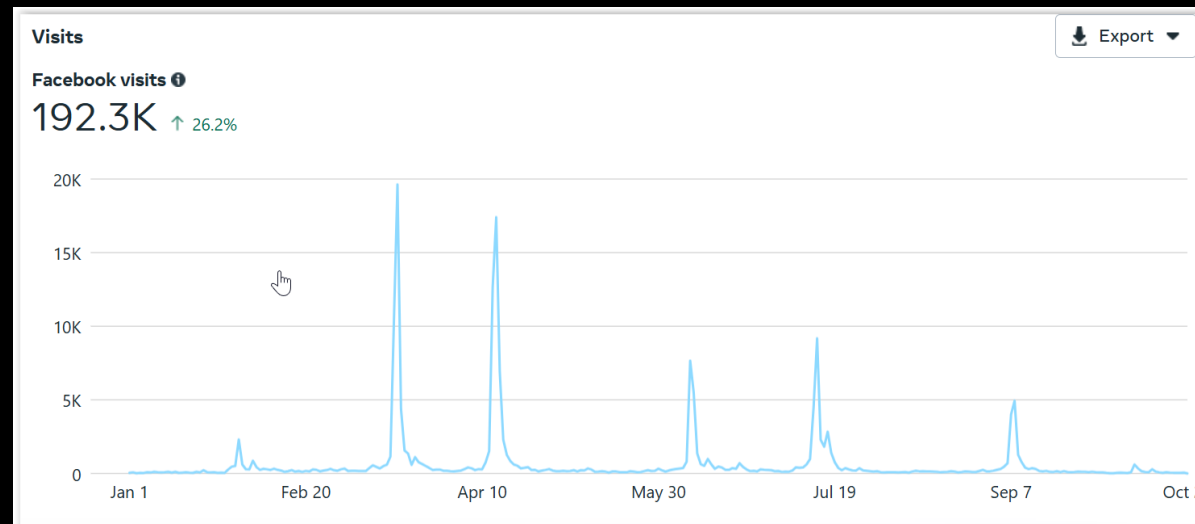
## Current Facebook Followers











## 2024 Facebook Reach



## Facebook Visits for 2024



# Michigan Walleye Tour 2024 Social Media Top Posts

Title	Date published ↑↓	Reach ⓘ ↓	Likes and reactions ⓘ ↑↓	Comments ⓘ ↑↓	Shares ⓘ ↑↓
 The morning starts off with almost a 1 mile line to lau... Michigan Walleye Tour	Sun Apr 14, 6:27am	196.5K Reach	714 Reactions	77 Comments	101 Shares
 It was a busy morning at Lake Erie Metropark! Michigan Walleye Tour	Sat Apr 13, 8:04am	49.3K Reach	196 Reactions	9 Comments	20 Shares
 Saginaw River 🇺🇸 Sunday March 17, 2024 Part II http... Michigan Walleye Tour	Fri Mar 22, 5:08pm	46.7K Reach	131 Reactions	9 Comments	3 Shares
 2024 MWT Saginaw River Day 1 Michigan Walleye Tour	Sat Mar 16, 7:21am	36.4K Reach	405 Likes and reactions	83 Comments	81 Shares
 Saturday Detroit River group 2 Michigan Walleye Tour	Mon Apr 15, 8:56pm	31.6K Reach	123 Reactions	5 Comments	6 Shares
 2024 MWT Saginaw River Day 2 Michigan Walleye Tour	Sun Mar 17, 3:32pm	24.5K Reach	275 Likes and reactions	85 Comments	14 Shares
 Saginaw River 🇺🇸 Saturday Part I March 16, 2024 htt... Michigan Walleye Tour	Fri Mar 22, 4:47pm	21.4K Reach	64 Reactions	0 Comments	0 Shares
 Congratulations to the Huk Team of the Year for the ... Michigan Walleye Tour	Fri Sep 6, 10:43pm	21.2K Reach	196 Reactions	39 Comments	10 Shares

# Michigan Walleye Tour 2024 YouTube Analytics

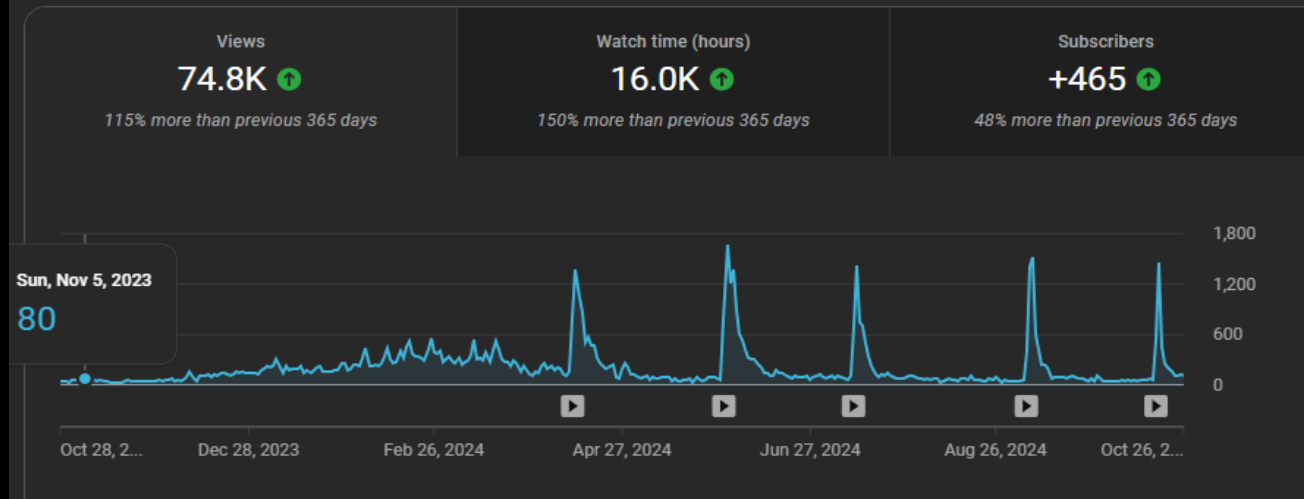
## Device Source

Device type	Views ↓	Watch time (hours)	Average view duration
<input checked="" type="radio"/> Total	<b>74,765</b>	<b>15,995.5</b>	<b>12:50</b>
<input type="radio"/> TV	51,641 69.1%	12,582.6 78.7%	14:37
<input type="radio"/> Mobile phone	15,107 20.2%	2,071.2 13.0%	8:13
<input type="radio"/> Computer	5,976 8.0%	963.1 6.0%	9:40
<input type="radio"/> Tablet	2,031 2.7%	376.6 2.4%	11:07

## Traffic Source

Traffic source	Views ↓	Watch time (hours)	Average view duration	Impressions	Impressions click-through rate
<input checked="" type="radio"/> Total	<b>74,765</b>	<b>15,995.5</b>	<b>12:50</b>	<b>856,891</b>	<b>4.3%</b>
<input type="radio"/> Browse features	28,930 38.7%	5,120.9 32.0%	10:37	459,840	4.5%
<input type="radio"/> Suggested videos	28,658 38.3%	7,658.2 47.9%	16:02	258,845	3.0%
<input type="radio"/> YouTube search	8,653 11.6%	1,685.7 10.5%	11:41	119,466	5.8%
<input type="radio"/> External	2,815 3.8%	357.1 2.2%	7:36	–	–
<input type="radio"/> Direct or unknown	1,775 2.4%	286.4 1.8%	9:40	–	–
<input type="radio"/> Channel pages	1,482 2.0%	337.0 2.1%	13:38	16,662	7.7%
<input type="radio"/> Playlists	1,369 1.8%	305.5 1.9%	13:23	2,078	6.8%
<input type="radio"/> Other YouTube features	805 1.1%	188.9 1.2%	14:04	–	–
<input type="radio"/> End screens	149 0.2%	35.2 0.2%	14:09	–	–
<input type="radio"/> Notifications	129 0.2%	20.7 0.1%	9:36	–	–

Your channel got **74,765 views** in the last 365 days





# Michigan Walleye Tour 2024 YouTube Viewer Demographics

## Viewer Age

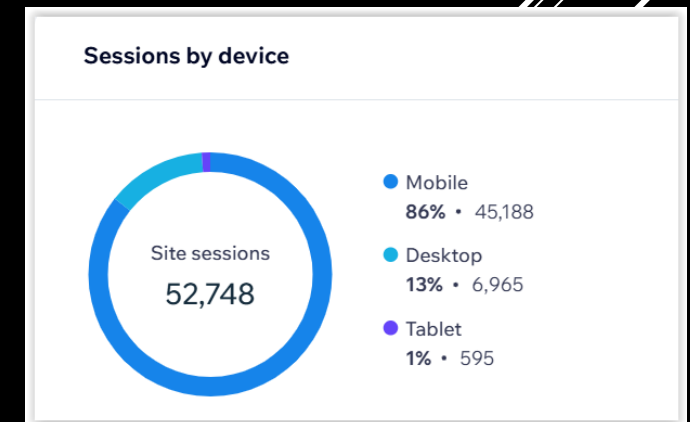
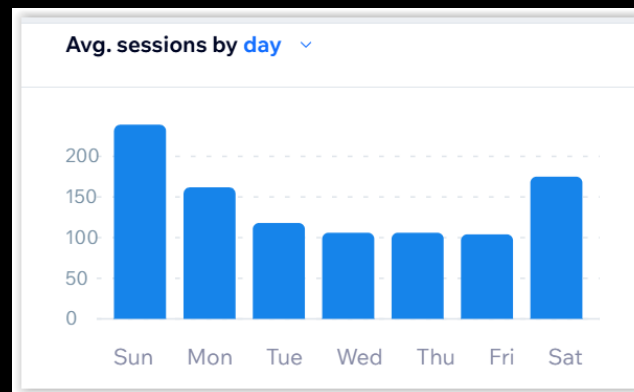
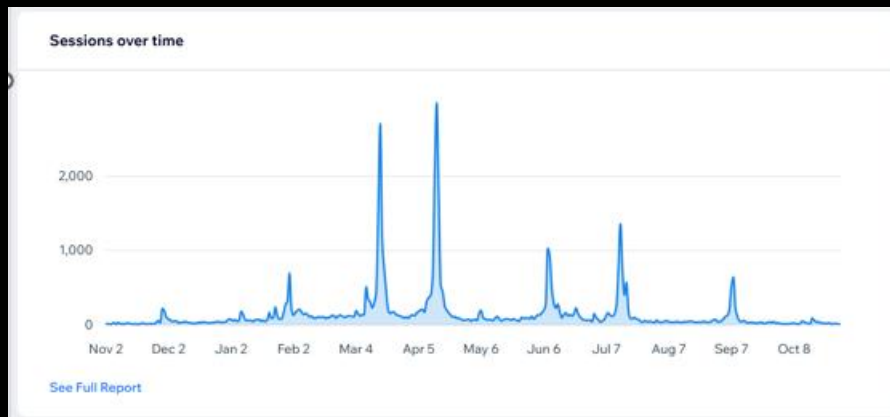
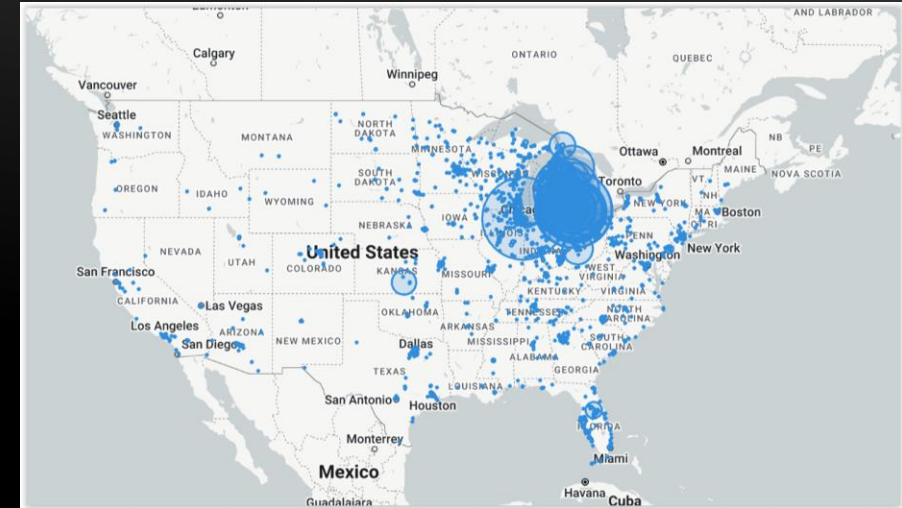
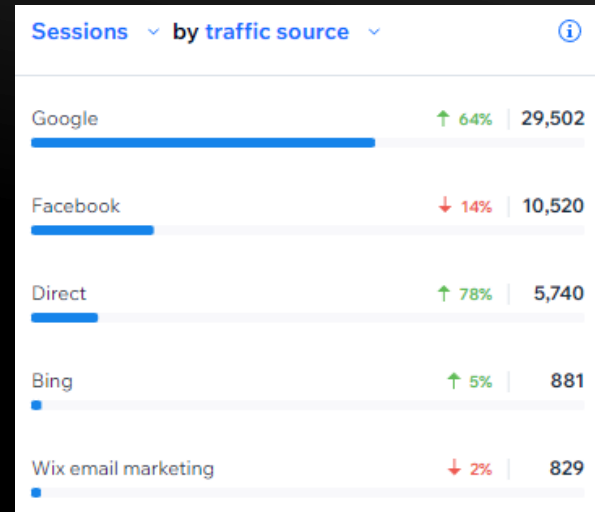
Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13–17 years	—	—	—	—
18–24 years	0.8%	12:46	46.6%	0.8%
25–34 years	18.4%	12:48	46.2%	19.1%
35–44 years	26.4%	12:56	46.5%	27.8%
45–54 years	21.9%	12:30	45.1%	22.3%
55–64 years	21.4%	11:50	41.9%	20.7%
65+ years	11.2%	10:16	36.3%	9.4%

## Viewer Gender

Viewer gender ↓	Views	Average view duration	Average percentage viewed
Female	13.9%	13:26	48.1%
Male	86.1%	12:15	44.5%
User-specified	—	—	—

# Michigan Walleye Tour Website Traffic and Data

- In the past 12 months, the MWT website attracted 21,986 unique visitors, with 93% being first-time visitors. This represents a 20% year-over-year growth in website sessions.



# TITLE SPONSORSHIP BENEFITS - \$15,000 LEVEL

As a Title Sponsor for the Michigan Walleye Tour, you will be entitled to the following:

- **Company Logo displayed on main stage backdrop and angler photo backdrop**
- **Company logo prominently displayed on MWT trailer for season**
- **Company logo and link on homepage of website**
- **Company name announced at start of each live feed**
- **Company logo on start of daily weigh in live feed**
- **Company provided commercial played on start of daily weigh in live feed**
- **Social media posts throughout the year**
- **Company logo on flag at each event**
- **Company logo on top of registration page**
- **TV Commercial on YouTube Episodes (commercial provided by sponsor)**
- **Company logo on apparel**
- **Approval to sell merchandise at events**
- **Logo on Michigan Walleye Tour App (New for 2024)**

\*All donations to the MWT are through the Saginaw Bay Walleye Club (SBWC) which is a 501c3 non-profit organization

# WEBSITE LOGO PLACEMENT AND USAGE

www.michiganwalleyetour.com

Logo prominently shown in Title Sponsor section on Michigan Walleye Tour Website, includes hyperlink to company homepage when logo is selected

Logo in Title Sponsor section on Registration page for all tournaments

**OUR SPONSORS**

**TITLE SPONSORS**

**SUPPORTING SPONSORS**

**MWT 2023 REGISTRATION**

2023 MWT Registration Form

**SKEETER** PERFORMANCE FISHING BOATS

**MICHIGAN WALLEYE TOUR**

**YAMAHA**

Choose Tournament

Select an item (S) \*

Championship - \$200



# Michigan Walleye Tour Sponsorship Logo Usage





# Michigan Walleye Tour 2025 Tournament Schedule



## April 5th - 6th

Detroit River  
Lake Erie Metro Park

## May 3rd - 4th

Lake Erie  
Sterling State Park

## June 21st - 22nd

Lake Huron  
Oscoda

## July 18th - 19th

St. Mary's River  
Sault Ste. Marie

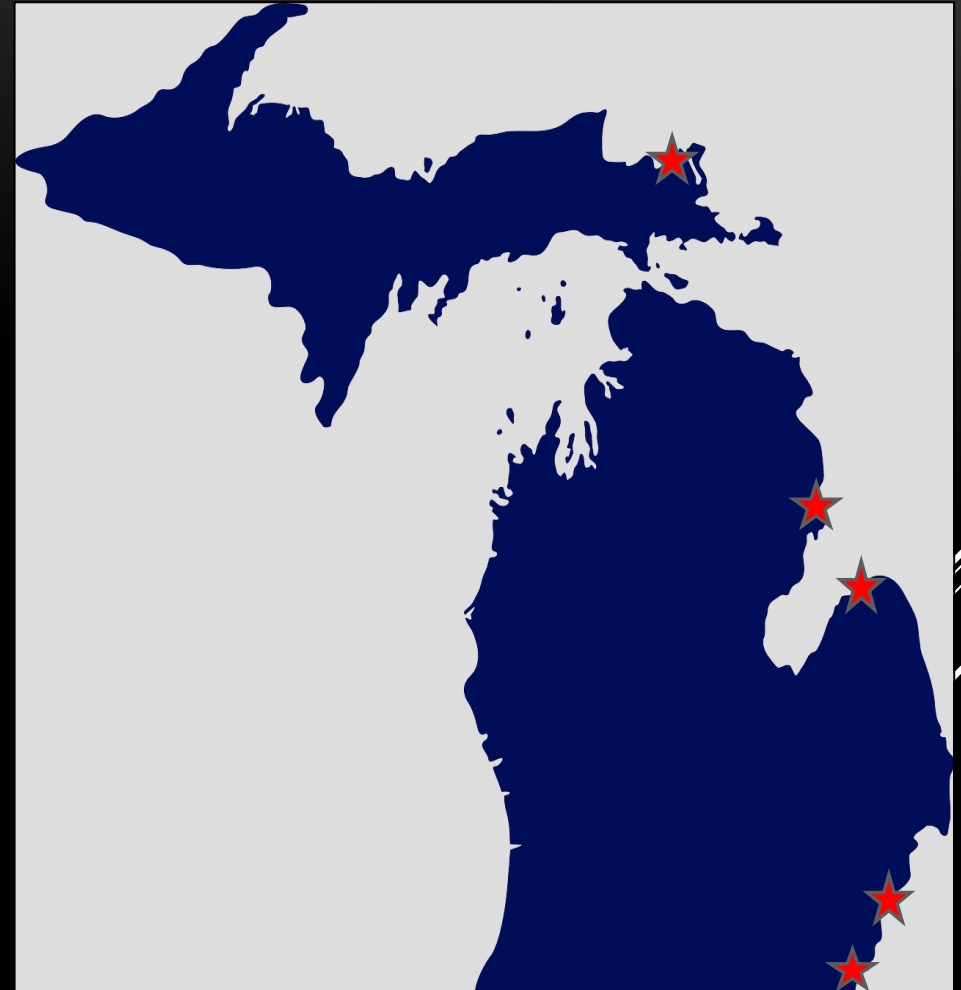


## MWT Championship

August 15th - 16th

Port Austin

\*August 17th Reserved As Weather Related Make Up Day\*



Thank You!

