





LOUISIANA YOUTH B.A.S.S. NATION  
GENERAL INFORMATION AND  
PARTNERSHIP OPPORTUNITIES

# LYBN GENERAL OVERVIEW

Louisiana BASS Nation (High School) was formed in 2014 as a 501(C)(3) non-profit and is completely staffed by unpaid volunteer

Tommy Abbott is the Louisiana BASS Nation Youth Director in charge of all college, high school, and junior Bassmaster operations in the state.

Louisiana Youth BASS Nation operates under the oversight of a six-person board of directors and Louisiana BASS Nation.



# LYBN GENERAL OVERVIEW

At the high school level, the organization serves about 1300 young anglers across the state. About 800 of those anglers, comprising of around 400 two person teams, actively fish regularly in LYBN tournaments.

All teams have an adult captain for every boat as well, so that totals up to just over 1000 people participating in qualifiers. In the 2023 season, LYBN averaged 200 boats per tournament.

There are around 300 junior Bassmaster member, anglers ranging in ages 7 years old to the 8th grade. Junior teams fish the qualifiers in their own division.



# LYBN GENERAL OVERVIEW



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LYBN holds 10 tournaments a year, 9 qualifiers and one state championship that draw anywhere from 180-250 teams per tournament and often around 2-3000 spectators at blast offs in the morning, and weigh-ins every afternoon on tournament days.

There are three divisions, or trails within the state. They are the north, east, and west.

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Team Louisiana was made up of 48 high school teams that qualified for the 2023 BASS High School National Championship and 10 Junior Bassmaster Teams.

Our organization averages 15-20 High school anglers who move on to fish at the college level with some form of financial assistance per year.

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The college division saw a record 40 teams from across the state. 2024 will be the inaugural season for the new Louisiana BASS Nation College Series Trail. Teams will participate in 4 tournaments, as well as Bassmaster College national opens. Estimates put our teams around 50 for 2024

# HOW LYBN ADDS VALUE TO YOUR COMPANY

LYBN strives to bring value to their partners, and always wants to add value to their companies by regularly promoting them.

LYBN excels at social media and is one of the most recognized “state” level, youth fishing organizations in the country, with Facebook page that has a documented, record reach of over 850,000 people in a single month.

On average Facebook reach ranges anywhere from 150,000 to 200,000 per month. Many, single Facebook live feeds, during peak tournament season often reach 70K-120K people.

# HOW LYBN ADDS VALUE TO YOUR COMPANY

Social media platforms promoting companies through posts and advertisements

Videos on the YouTube platform including key partners and their products.

Wrapped tournament trailer advertising partners

# HOW LYBN ADDS VALUE TO YOUR COMPANY

Signage at all tournaments.

Frequent Facebook live broadcast where key partners are recognized, with some sponsoring individual segments or events.

Thousands of photos are taken with the tournament trailer as the backdrop. Those photos are shared extensively across social media and used by different media outlets and publications providing continual exposure to partners.



# PARTNERSHIP OPPORTUNITIES AND LEVELS

## Title Partner \$10,000. + Contribution (One available)

- Top billing on all literature including the verbiage "Presented by (Your Company Name)" and your logo on all entry forms, rules documents, and advertising.
- The phrase "Presented by (Your Company Name)" and your logo on our merchandise, including t-shirts, Sweatshirts, and others. Over 1200 t-shirts were sold last year.
- Your company would be featured on our tournament trailer on the both sides in the premier location with the largest logo, and exclusively on the rear with BASS logos. Largest logo included on the front of the trailer as well.
- All Facebook Live sessions will begin, letting our audience know that our tournament trail is presented by (Your Company Name).
- Any video promos or sessions will start, and end with your logo and the verbiage "Presented by (Your Company Name)"
- We will encourage the title partner to send advertisements and promotions that can be posted on Facebook.
- For the State Championship, or other tournaments, we'd like to do a giveaway of special promotion of your choosing.





# PARTNERSHIP OPPORTUNITIES AND LEVELS

Platinum Level Partner \$5,000+ Minimum Donation (one available)

- Presenting partner recognition for one tournament a year. "Brought to you by"...
- "Brought to you by" and company logo noted on one set of tournament documents. Logo included on all tournament rules documents.
- Company logo graphics displayed prominently on both sides of our tournament trailer in a premier location and on the front of the trailer in one of the most visible spots.
- Prominent recognition on signage at all tournament.
- Recognition as a "Brought to you by" Partner before, during and after one tournament via social media Facebook Live feeds. Promoted as premier partner for all tournaments.
- Company logo and premier recognition on YouTube video segments
- Company Name and Link added to the website

# PARTNERSHIP OPPORTUNITIES AND LEVELS



## Gold Level Partner \$2,000 Minimum Donation

- Prominent recognition on signage at tournaments. Large company logo included on all tournament rules documents.
- Recognition as "Premier Partner" before, during and after all tournaments via social media Facebook Live feeds
- Company logo graphics displayed on side of tournament trailer in a highly visible location
- Company logo and recognition on YouTube video segments
- Company Name and Link added to the website

# PARTNERSHIP OPPORTUNITIES AND LEVELS

Silver Level \$1,500 Minimum Donation (4 available)

- Highly visible recognition on signage at tournaments
- Company logo on the trailer.
- Recognition as "Partner" before, during and after tournaments, via social media Facebook Live feeds
- Medium company logo included on all tournament rules documents.
- Medium Company logo graphics displayed on tournament trailer



# PARTNERSHIP OPPORTUNITIES AND LEVELS

## Bronze Level \$1,000 Minimum Donation

- Recognition on signage at tournament
- Medium logo on both sides of the tournament trailer, highly visible.
- Recognition as "Partner" before, during and after all tournaments, via social media Facebook Live feeds
- Small company logo included on all tournament rules documents.
- Small Company logo graphics displayed on tournament trailer



# PARTNERSHIP OPPORTUNITIES AND LEVELS

Contributing Partner \$500 + Donation (10 available)

- Recognition at events and Facebook Live feeds as a contributing partner.
- Small logo displayed on our tournament trailer
- Logo on banner or company supplied signage at events.



# PARTNERSHIP OPPORTUNITIES AND LEVELS

## Supporting Partner

- \$499 or less, merchandise or Donation
- Recognition at events and Facebook Live feeds.





## CONTACT INFORMATION

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- Louisiana High School B.A.S.S. Nation Facebook Page: <https://www.facebook.com/Louisiana-High-School-Bass-Fishing-74890308845328>
- **Youtube:** @Louisiana High School B.A.S.S. Nation
- **Instagram:** @louisiana\_high\_school\_bass





**THANK YOU YOUR TIME AND CONSIDERATION IN SUPPORTING  
OUR YOUTH ANGLERS OF LOUISIANA!**