



**THE  
SPORT FISHING  
CHAMPIONSHIP**

**©CBS SPORTS NETWORK**



***THE***  
***PASSION***  
***IS REEL***



There are few things in this world that have been around longer, and have brought more people together, than fishing. The world's oceans are what connect us all. From the beaches of South Padre Island, up to the ports of New England, and down to Historic San Juan, we are all connected by these living bodies of water.

The Sport Fishing Championship was founded in an effort to bring people together through competition. This international offshore fishing championship series will allow anglers from across North America to compete against one another, while representing their community, home state, country, and fishing team. The SFC represents a movement of unity within the offshore fishing industry, and is founded upon the premise of showcasing championship events, in championship towns, around a championship competition. Every August, the industry will come together to award one fishing team the coveted SFC Championship Trophy.

And what fans will discover along the way... the passion is reel.



Mark E. Neifeld

***SFC BILLFISH CHAMPIONSHIP***

9 STATES



MORE THAN  
1,400  
COMPETING BOATS

4 SFC INTERNATIONAL  
COMPETITIONS IN FOUR  
DIFFERENT DIVISIONS

1.2 MILLION SQ.  
MILES OF  
OCEAN

3 COUNTRIES/ TERRITORIES



400+  
COMBINED YEARS OF  
TOURNAMENT HISTORY

# ONE CHAMPION



53  
EVENT DAYS

188  
DAY REGULAR SEASON



52 SHOWS ON  
CBS SPORTS  
NETWORK

\$250K+ CHARITABLE DONATIONS FROM  
11 PARTICIPATING SFC SERIES  
TOURNAMENTS



1/4  
OF U.S. POPULATION  
WITHIN A 6HR DRIVE  
TO A SFC EVENT



yahoo!



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## CBS SPORTS AND SPORT FISHING CHAMPIONSHIP AGREE TO GROUNDBREAKING MULTI-YEAR DEAL

Wed, January 26, 2022, 9:00 AM · 3 min read



Live Tournament Action Will Be Made Available to Viewers for the First Time

DALLAS, Jan. 26, 2022 /PRNewswire/ -- The Sport Fishing Championship (SFC) ; Sports have agreed to an exclusive agreement to televise all SFC tournaments Sports Network, beginning with the first regular-season event from Grand Isle, from April 28-30, 2022.

Street & Smith's  
**SBJ** SPORTS BUSINESS JOURNAL

Data Esports Media Executive Transactions All Topics | Print

Morning Buzz Closing Bell Global Newsletters

CLOSING BELL

CBSSN to air Sport Fishing Championship season

BY BEN FISCHER  
1.25.2022

The **Sport Fishing Championship** has found a media partner as it prepares for its debut season, striking a deal with CBSSN for cable coverage of all 12 regular-season events, shoulder programming and a made-for-TV postseason SFC Champions Cup event. The deal calls for two hours of live coverage on the last day of each regular-season tournament, studio shows and 30-minute highlight programs from April-December. The postseason SFC Champions Cup will be developed as a primetime recorded show. Coverage begins with the first SFC event in Grand Isle, La., set for April 28-30.

SPORTS BUSINESS JOURNAL



The Sport Fishing Championship will link 11 tournaments across the U.S., Dominican Republic and Puerto Rico.

## Sport fishing unites to hook more sponsors, fans

FOR NEARLY SEVEN DECADES, some of the world's most ambitious deep sea fishermen have gathered annually at the Club Nautico de San Juan in Puerto Rico for a week of intense competition. Each year, more than five dozen boats leave the docks and head miles out into the open ocean, where they battle nature and the clock to land the biggest marlin and sailfish.

BY BEN FISCHER

They'll do it again starting Aug. 17. But on the eve of this year's event, an American sports promoter will announce a new wrinkle in the long tradition: The San Juan event will become the capstone of a new 11-stop Sport Fishing Championship.

he says will give new energy to the sport.

"Each of these tournaments has a rich history, and all successfully operated for many years," Bisbee said. "But under the SFC, each is elevated beyond their existing audiences, broadening the scope, bringing new recognition, and enhancing the experience. By connecting these independent tournaments, we can connect the dots between each regional effort."

The events remain locally owned, but Neifeld has acquired the multimedia and sponsorship rights to each of them.

**SPORT FISHING CHAMPIONSHIP**  
2022 inaugural year schedule

yahoo/finance

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## North America's Greatest Tournaments Unite To Launch The Sport Fishing Championship International Offshore Series In 2022

August 16, 2021 · 5 min read



Points-based tournament series will crown one grand champion of offshore fishing

SAN JUAN, Puerto Rico, Aug. 16, 2021 /PRNewswire/ -- SE and officials from premier fishing across North America united on Monday to form the Sport Fishing Championship (SFC), an eleven-event competition series and one grand champion in the sport of fishing. The announcement was made at the

TRENDING

1. UPDATE 1-Turkey COVID-19 cases
2. US STOCKS-Dow cyclical boost as falls
3. Stocks: Microcap EV announcement
4. GM to chase Ford electric Silvera

### The Sport Fishing Championship: History In the Making

By Jed Hokin September 27, 2021



The Sport Fishing Championship's August 2022 series announcement received the first-ever fishing cover of the *Sports Business Journal* - the sports industry's largest and most credible business publication in the industry.

The SFC is also the first saltwater fishing series to partner with a premier cable sports network, when it reached a groundbreaking deal with CBS Sports.

TheStreet INVESTING PERSONAL FINANCE RETIREMENT CRYPTO MARKETS HOW-TO VIDEO

## North America's Greatest Tournaments Unite To Launch The Sport Fishing Championship International Offshore Series In 2022

Points-based tournament series will crown one grand champion of offshore fishing

PR NEWswire • AUG 16, 2021 2:15 PM EDT

SAN JUAN, Puerto Rico, Aug. 16, 2021 /PRNewswire/ -- Momentum SE and officials from premier fishing tournaments across North America united on Monday to announce the formation of the Sport Fishing Championship (SFC), an eleven-event competition series that will award one grand champion in the sport of offshore fishing. The announcement was made at the 68th Annual San Juan International Billfish

## **SFC CHAMPIONSHIP TROPHY**

The Sport Fishing Championship competition needed an iconic trophy that symbolizes the purity of our competition, and rewards our competitors for their elite performance throughout the season. Our SFC Championship Trophy represents a blue marlin in perpetual motion, as it crests above the waters.

The trophy is made from the purist lead crystal on the planet, is three feet in height and sits atop a black granite base. The trophy was designed by world-renowned glass artist Susan Gott, and was produced in Prague. We celebrate our championship through “the most iconic trophy in fishing” and are proud to award the Angling Team of the Year this incredible piece of art.





## **CHAMPIONSHIP FISH DIVISIONS**



At each SFC Qualifying Event, the series showcases our Billfish Championship and three "Championship Fish" competitions. At the conclusion of the SFC's Regular Season, the angler who recorded the "greatest catch" of the season in these three divisions will be awarded the champion, receive their respective championship trophy and a significant cash prize at the International Billfish Tournament in San Juan, Puerto Rico.

APRIL 27-30



**1 LOUISIANA**

est.  
2019

MAY 4-7



**2 DOMINICAN REP.**

est.  
1965

MAY 11-14



**3 E. FLORIDA**

est.  
1972

MAY 27-30



**4 ALABAMA**

est.  
1966

JUNE 8-11



**5 MISSISSIPPI**

est.  
1996

JUNE 22-25



**6 W. FLORIDA**

est.  
2003

JULY 6-9



**7 NEW JERSEY** est. 2018

JULY 13-16



**8 MASSACHUSETTS** est. 2014

JULY 20-23



**9 NEW YORK** est. 2022



JULY 28-31



**10 S. CAROLINA** est. 2022



AUGUST 3-6



**11 TEXAS** est. 1933



AUGUST 17-21



**12 PUERTO RICO** est. 1954



ATLANTIC CHAMPIONSHIP WEEKEND



GULF CHAMPIONSHIP WEEKEND



SFC CHAMPIONSHIP WEEKEND

## ***STRATEGIC EXPANSION 2023-24***

The SFC is focused on strategic expansion that will create the most “even playing field” for its competitors, while also maximizing exposure for the series and offering anglers the opportunity to fish the best waters in North America. The series is focused reaching 14 total regular season events by partnering with existing tournaments, or creating new tournaments, in the Atlantic, Mid-Atlantic and Caribbean Regions by 2024.





**POSTSEASON**

**MEXICO**

est.  
1981



The SFC's Tournament Champions will arrive in Cabo with one goal in mind: end the season as the "Champion of Champions." The teams will compete on similar boats in a showcased "All Star-style" event on the world's grandest stage - Bisbee's Black & Blue Tournament in Cabo.



GULF  
DIVISION

LOUISIANA  
MISSISSIPPI  
ALABAMA  
TEXAS  
W. FLORIDA  
\*DOMINICAN



ATLANTIC  
DIVISION

E. FLORIDA  
NEW JERSEY  
SOUTH CAROLINA  
MASSACHUSETTS  
NEW YORK  
\*PUERTO RICO



\*Tournament Winner Competes On This Side of The Bracket

# ***SFC CONTENT & GROWTH STRATEGY***

## **CHAMPIONSHIP FORMULA**



**CHAMPION TOWNS**



**CHAMPION EXPERIENCE**



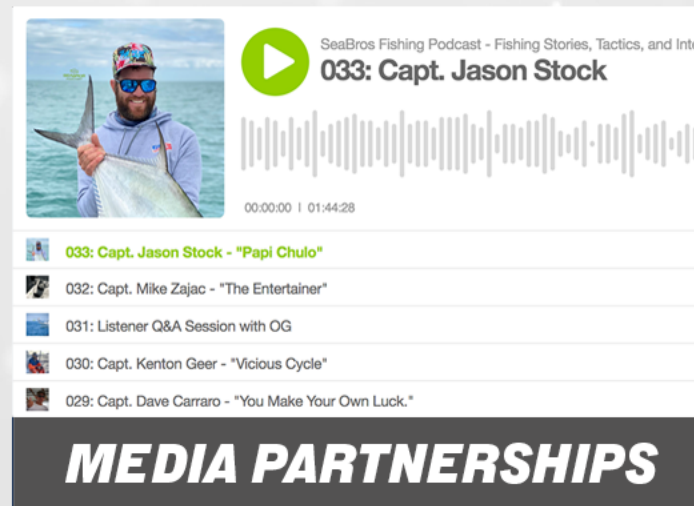
**CHAMPION COMPETITON**

Our winning formula is simple: work with towns that have championship pedigrees to deliver a first-class experience and a world-class offshore fishing competition. Our team works with the relentless pursuit of delivering greatness across these three areas, while creating an international competition to award the fishing team with "the greatest catch" of the year across all tournaments.

## MEDIA NETWORK



## SFC+



The SFC's content strategy is to create 365-day-a-year content around competitive saltwater fishing and saltwater lifestyle programming. The business will integrate self-produced content with third-party-generated content from current YouTube, podcast and social media influencers. The SFC will introduce four new championships between 2023 and 2025, culminating with the first Sport Fishing World Cup in '25.

# NETWORK RESEARCH

## AFFLUENT VIEWER DEMOGRAPHIC

- 37%** More likely to have an individual expected income of \$200,000+ per year than the average American (index 137)
- 28%** More likely to work in management, business, and financial occupations than the average American (index 128)
- 40%** More likely to have a household net worth of \$1,000,000+ than the average American (index 140)
- 81%** More likely to belong to a country club than the average American (index 181)
- 39%** More likely to have a C-suite 2 position (CEO, CFO, COO, etc.) than the average American (index 139)

## VIEWERSHIP COMPOSITION

- 65%** Agree with the statement "I often find myself in a leadership position"
- 19%** Spend a lot of time socializing/doing things with friends around town
- 24%** More likely to have taken 6-7 round trips by plane in the last 12 months than the average American (index 124)
- 63%** Will pay more for top quality electronics
- 72%** Own or lease two or more cars
- 63%** More likely have tracked investments/traded stocks, bonds or mutual funds on the internet in the last 30 days than the average American (index 163)

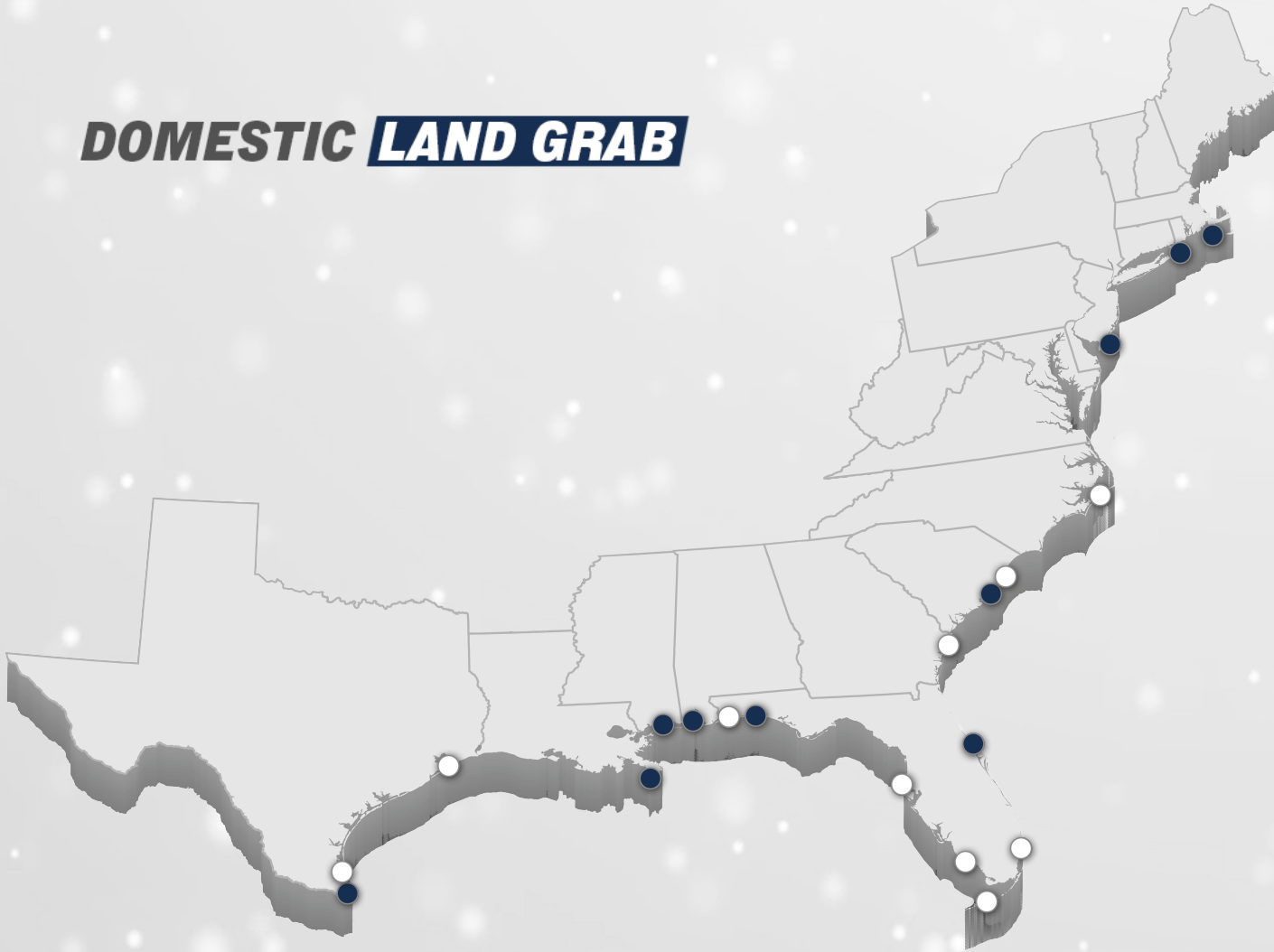
<b>51</b>	<b>3</b>	<b>\$71,200</b>	<b>\$110,900</b>	<b>\$437,083</b>	<b>\$320,584</b>	<b>72%</b>	<b>28%</b>
MEAN AGE	MEAN # OF PEOPLE IN HH	MEAN IEI	MEAN HHI	MEAN HH NET WORTH	MEAN VALUE OF OWNED HOME	MALE VIEWERS	FEMALE VIEWERS

## **INSHORE CHAMPIONSHIPS**



In 2023, the SFC will launch two additional saltwater championship series: the Tarpon Championship and Redfish Championship. The SFC will “move inshore” in a strategic effort to increase our championship content window from February through November, create brand loyalty with inshore anglers and increase overall brand awareness in new markets that will include Houston, Tampa, Key West, Southeast Florida, Jacksonville, Savannah and new international markets in the Caribbean and Central America.

## **DOMESTIC LAND GRAB**



Within the first 24 months, the SFC will “plant its flag” in nearly every major coastal market along the Gulf Coast and Atlantic seaboard to secure its position as the premier saltwater fishing championship brand and create loyal customers in target markets. By the end of 2023, the SFC will have events in 18 strategic domestic coastal markets:

- South Padre Island (Billfish & Redfish)
- Houston (Redfish)
- New Orleans/ Venice (Redfish)
- Orange Beach (Billfish)
- Biloxi (Billfish)
- Pensacola (Redfish)
- Destin (Billfish)
- Tampa (Tarpon)
- Boca Grand/ SW Florida (Tarpon)
- Florida Keys (Tarpon)
- Miami/ SE Florida (Tarpon)
- St. Augustine/ E Florida (Billfish)
- Savannah (Redfish)
- Charleston (Billfish & Redfish)
- Hatteras/ NC Outer Banks (Redfish)
- Long Island (Billfish)
- Cape May (Billfish)
- Ocean City Maryland (Billfish)
- Martha’s Vineyard/ New England (Billfish)

## ***INTERNATIONAL COMPETITIONS***

### ***INTERNATIONAL SERIES***

(logo coming soon)

### ***SPORT FISHING WORLD CUP***

(logo coming soon)

In 2024 the SFC will launch a four-event International Series, followed by the inaugural 2025 Sport Fishing World Cup. The International Series will be a four-event bi-annual series on even years ('26, '28, '30) that'll showcase international fishing and tourism destinations from November through February. The Sport Fishing World Cup will take place on odd years ('25, '27, '29) in the winter and will become a competition that showcases the premier fishing destinations in the world with countries being represented by their fishing teams. These events will be considered "bid events" with countries bidding on the opportunity to host.

## **EXECUTIVE TEAM**



**MARK NEIFELD**  
**FOUNDER & CEO**

Former Complex SE CEO, Texas Rangers VP, Dallas Cowboys, Georgia Dome and Tampa Bay Lightning Executive.

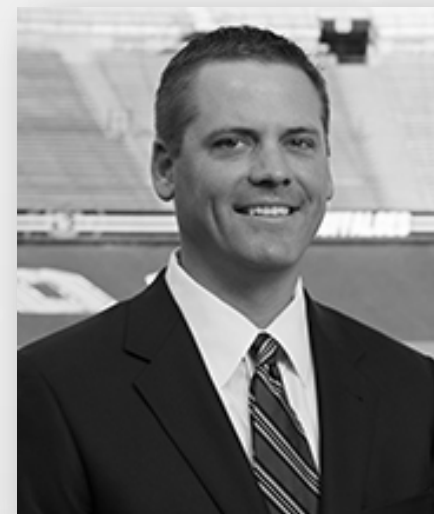
Championship event resume includes Inaugural College Football Playoff National Championship Game, 50<sup>th</sup> Academy of Country Music Awards, 75th NCAA Final Four, WrestleManias, college championships, bowl games, boxing title bouts and many others.



**DAVID HEALY**  
**CHIEF CONTENT OFFICER**

25+ years of brand building experience in sports & entertainment. Former ESPN Outdoors producer (JM Associates) where he helped launch properties including the Redfish Cup and College B.A.S.S.

10+ years in marketing agency experience working with brands like NBC Sports, Coca-Cola and Anheuser-Busch.



**LANCE GERLACH**  
**CHIEF REVENUE OFFICER**

Former Chief Revenue Officer for University of Colorado (Boulder) Athletics Department. 17+ years in corporate sponsorship sales and revenue generation for sports properties and multimedia rights holders.

Oversaw corporate sales, licensing and media rights for CU Athletics, and all philanthropic fundraising efforts of the Buff Club.

## **PROUD PARTNERS**



**NETWORK TV PARTNER**



**EVENT PRODUCTION & CORPORATE  
PARTNERSHIP SALES**



**TV PRODUCTION**



**CRACKERJACK**

**PUBLIC RELATIONS**



**BRANDING & CREATIVE**



**WEBSITE & DIGITAL MEDIA**

**SHULMAN  
ROGERS**

**CORPORATE COUNSEL**

## **\*FINANCIAL PROJECTIONS**

### **2021 - 22**

The Sport Fishing Championship will look to launch its inaugural 12-event billfish championship and postseason "Champions Cup" property, by successfully producing a first-of-its-kind saltwater fishing championship series. The SFC's top priorities are to produce a world-class championship event and television property that'll become our flagship series for the SFC.

**TOTAL REVENUE:** \$7MM - \$10MM

**EBITDA:** Break Even - \$500K

### **2023**

The SFC will launch its six-event Tarpon Championship (February - May) and six-event Redfish Championship (August - October), as the Billfish Championship returns to CBS Sports for its second season. The two additional championships will increase the Company's presence in strategic coastal markets, create additional revenue streams for the business, increase the number of "owned" tournaments from one to 13 and extend the "content window" from February through October. If the Company hasn't done so already, it will launch "SFC+" - premium content on demand behind a paywall only available at [sfcplus.tv](https://sfcplus.tv) and [SportFishingChampionship.com](https://SportFishingChampionship.com).

**TOTAL REVENUE:** \$10MM - \$14MM

**EBITDA:** \$2.5MM - \$4.5MM

\*Full business model available for review.

## **\*FINANCIAL PROJECTIONS**

### **2024**

The SFC's Billfish Division will be coming out of its two-year "distribution deal" with CBS Sports and will be looking to lock-in a multi-year "media rights" deal that will shift the risk profile and economics behind funding the business. The Company will leverage in negotiations its newly-formed four-event International Series that will begin in November of '24 and the upcoming 2025 Sport Fishing World Cup that will complete its goal to provide year-round media content strategy.

**TOTAL REVENUE:** \$22MM - \$30MM

**EBITDA:** \$12MM - \$16MM

### **2025**

2025 will be a historic year for saltwater fishing following the launch of the Sport Fishing World Cup. This property will cement the SFC's goal as the premier saltwater fishing championship in the world with the largest domestic championship and an international series that will allow the Company to introduce the brand to a worldwide audience, while attracting global sponsors at a championship funded by the state tourism departments.

**TOTAL REVENUE:** \$28MM - \$40MM

**EBITDA:** \$15MM - \$20MM

\*Full business model available for review.



## **\*FINANCIAL PROJECTIONS**

### **KEY INFLECTION POINTS**

- *Sport Fishing Championship and CBS Sports Announce Groundbreaking Multi-Year Partnership* (January 2022)
- SFC introduces SFC+ premium on-demand content through monthly subscription at [sfcplus.tv](https://sfcplus.tv) (October '22 or February '23)
- SFC releases 2024 International Series and 2025 Sport Fishing World Cup bid documents to strategic international markets (2022)
- SFC plants its flag in 18 strategic coastal markets along Gulf Coast and Atlantic Seaboard, creating industry-leading access to its saltwater fishing tournaments (October '23)
- SFC media deal shifts from a "distribution deal" to a "media rights deal," wiping away \$3.4MM in expenses and replacing with rights revenue (\$5MM - \$10MM swing in business earnings)
- SFC launches 2024 International Series, catapulting its brand internationally and setting the stage for increased international presence
- SFC launches 2025 Sport Fishing World Cup, elevating its brand alongside some of the premier sports properties worldwide as leader in domestic and international competitions for its sport
- Current leadership and investors believe the Summer of 2025 is a target date to begin exit conversations with external parties

\*Full business model available for review.



***SFC***