



2007 MARKETING REPORT



Dear Sponsors,

A very special thanks goes out to each of you who sponsored and supported FishStock this year, and there is some great news to pass along! Here's a brief synopsis of FishStock 2007. (Over 2 million dollars in boat inventory was sold at FishStock this year.)

Tournaments:

Last year the 200 boat milestone was smashed for both tournaments! For the 5th Annual New Smyrna Beach Redfish-Trout Challenge, 137 inshore boats took to the water (up 30 percent from last year); however, the 31st Annual New Smyrna Beach/Daytona Beach Striker Tournament was unfortunately cancelled due to inclement weather. By all accounts the Striker would have been a huge success with more than 50 percent pre-registered, but it was not to be, due to wind and weather.

Boat Show:

More boats and more sales than ever before! This success coupled with the fact that we had 16 local and national boat dealers participate this year added a considerably larger boat show build out for the consuming public. Sixteen boats were sold on-site, and many more are pending due to the interest as well as offerings made by the top brands in the industry. That's more than 2 million dollars generated in local income.

KidStock:

The IGFA and the Youth Fishing Foundation teamed up to facilitate KidStock this year, which by all accounts went very smoothly and provided the kids with 300 rod and reels to take home. Bait and tackle shops kicked in with bait and chum to stir up a little extracurricular fishing on-site, which went over very well for the family's attending. Special thanks to the Bait Depot!

Seminars:

The mixed presentation of the inshore and offshore anglers from the top captains and guides in the region far exceeded my expectations with a full house for each of the scheduled seminars. This was a great time to showcase the sponsors' products and expose them to the crowd. There is always room for unique ways to educate the target market and satisfy our sponsors at the same time. The Fly Fishing Seminar hosted in conjunction with The American Fly Fishing Schools made it busier than ever, especially with their on-land build out with a casting pond. Look for AFFS to be back in 2008!

Live Music:

For the second year in a row, a collection of musicians from the Daytona Beach Blues Society (Blues from the Bottoms) were back and spearheaded by Big Jeff who played at Riverside Park over Memorial Day weekend. The music was electric and provided an unparalleled ambience and mood within FishStock Village. Two stages were set up for the musicians to play at alternating times.

Harley Rally:

WHOG provided FishStock a safe haven for approximately 250 bikers on Saturday during the lunch hour. They also had a live remote at the Trophy Boats booth for check in, so I'm thinking we need a rally on Saturday *and* Sunday next year.



CCA Silent Auction:

The CCA Silent Auction was successful for the third year in a row and is becoming a standard at FishStock. Thursday night's Striker Tournament registration provides a great backdrop for the target market and membership drive for the CCA. The CCA brought in the larger items to bid on throughout the summer as well, including a boat and motor combination. Look for bigger and better auction items next year, and we also hope to add the items to the website to be previewed in advance as well.

Weather/Crowds/Vendors/Sponsors:

The weather was HOT as usual, but a bit windy, especially for the offshore tournament. But crowds were up over the 3.5 days of FishStock, coming in right around 4,000 — basically the same as last year. Rounding out the vendors and sponsors notation, we also had 14 nautical-themed jewelers and artists come out to sell their products, so if you add the boat show, vendors and sponsors who supported us, some 46 sponsors rallied to make FishStock the success it was in 2007.

The 2007 follow-up Media and Public Relations Report is attached for your perusal. As such, we want to take this opportunity to thank each and every one of you in hopes that you will continue to support the best family fishing festival in America.

Thank you for your consideration and support!

A handwritten signature in black ink that reads 'Drew Townes'.

Drew Townes
FishStock Sales and Marketing Director



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