



2018 Better Half Tour Tournament Dates

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Spring Fling ~ May 5, 2018

Weekend Getaway ~ July 28, 2018

Fall Classic ~ September 8, 2018

### Help Us Offer Mixed Team Anglers an Awesome Tournament Experience!

The Better Half Tour was created to get women involved in tournament bass fishing. After years of being the only woman regularly fishing in local tournaments with my husband, I began asking the guys why their wives weren't fishing with them.

Taking their comments into consideration, I decided to create a tournament environment that was fun for women to try with their husbands, sons, friends, neighbors or brothers. First time anglers are encouraged to join us, and there's many opportunities to win prizes.

The Better Half Tour provides a laid-back casual atmosphere (*unlike the cut-throat attitude many tournaments carry*). I'm proud to say that our tournaments have had a mother & son team as event champions, a woman catch the big fish of the tournament, and many, many women who have caught their first fish or bass – ever!



Our tournaments have evolved and grown into a fun, love-to-fish family affair with many teams returning year after year. It's exciting to see it continue to grow, and our goal is to strengthen payouts along with enhanced participation, to offer the best experience for every level of angler and team.

Better Half Tour is the best of both worlds for me – I get to share in a sport with the man I share life with... and have some girls to trade fish stories with, too!

**“What a great way to share some fun with your spouse in the great outdoors and meet some really nice people!”**

*April Z – May 2014*

**“Very well ran tournament! Good turn out and great payouts.”**

*Rocco M.- May 2017*

**“Great tournament very well ran and an awesome atmosphere.”**

*Andrew W. – May 2017*



## **BETTER HALF TOUR SPONSORSHIP BENEFITS**

Better Half Tour sponsors have their logo and/or name featured on all:

- Banners displayed at tournament registration & weigh-ins
- Tournament Flyers & Registration Forms
- Better Half Tour Website – including links to your website (*if applicable*)
- Facebook page – we share your events and posts and promote you as a sponsor.
- T-shirts: At \$100 sponsorship level & up.

Our sponsorship objectives:

- Achieve 100% payout of entry fees (*currently 80%*) to top 25% of the field by covering permit costs, insurance, print materials, food & beverage, weigh-in supplies & equipment, etc.
- Increase the payout of Record Breaker Bonuses. Currently, Total Single Event Weight & Big Bass Record Breaker award is \$50 each (*current Total Weight Record is 16.10# & Big Bass is 6.35#*).
- Generate sufficient sponsor revenue to order Better Half Tour t-shirts for all registered anglers. All sponsor logos printed on t-shirts.
- Increase online advertising budget to increase reach and promote participation.
- Increase “his & her” prizes and product donations for post-tournament raffles, so a minimum of 50-75% of teams receive prizes.

## Better Half Tour Highlights



- Unique male/ female mixed team format attracting a growing population of female anglers of all ages and levels of angling experience.
- One of every four teams – the top 25% – receive cash awards!
- Longevity & Growth – 2018 will be our 7th year hosting tournaments.
  - > Began with nine(9) teams at our inaugural Fall tournament in September 2012.
  - > We've grown to 36 teams at our Spring Fling the past two seasons (2016 & 2017).
  - > A Fall Classic record high 22 teams at the Better Half Tour Fall Classic in 2017.
- Post-tournament raffle for ALL teams with 'his & her' sponsor prizes.
- Additional chances to win with two(2) Record Breaker Bonus Awards:
  - > **NEW for 2018** – Total Season Weight Championship.
  - > Record Weight Big Bass
  - > Single Event Total Weight Record
- Tournaments in two states (*Ohio and New York*) attended by anglers from four(4) states – Ohio, Pennsylvania, New York and West Virginia.
- Affordable entry fee reaches out to college teams, first-time anglers, plus husband-wife and parent-child teams.

# SPONSOR THE 2018 BETTER HALF TOUR

## Sponsorship Levels:

\_\_\_\_\_ \$50    \_\_\_\_\_ \$100    \_\_\_\_\_ \$250

## Record Breaker Sponsor:

*(paid out if any team breaks the current record)*

\_\_\_\_\_ \$100    \_\_\_\_\_ \$250    \_\_\_\_\_ \$500

## I would like to donate product(s) for:

\_\_\_\_\_ Spring Fling    \_\_\_\_\_ Weekend Getaway    \_\_\_\_\_ Fall Classic

Describe Donation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your Contact Name: \_\_\_\_\_

Your Contact Email: \_\_\_\_\_

Your Contact Phone #: \_\_\_\_\_

Please complete and make checks payable to: **FUTUREALM, LLC** and mail to:

**Better Half Tour, c/o FutuRealm  
3465 S. Arlington Rd.  
Suite E, #133  
Akron, OH 44312**

**“This tournament is ran very well. It is always a lot of fun. They always give away good prizes after the weigh-in. I have fished The Better Half tournaments since day one and it is something my fiancé & I will always do. We just love it”**

*Joey & Bekka – Sept. 2016*

**“This is a great tournament with great people/couples...Give it a try !”**

*Scott P. – Sept. 2016*

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Visit Us Online @ <https://BetterHalfTour.com>