



+



FLW OWNERSHIP GROUP



+



Upon execution of the acquisition, FLW, LLC will be closed and a new company will be established, MLFLW, LLC.

MLF & MLFLW Ownership group:

Kroenke Sports & Entertainment– 50% owner of MLF & MLFLW.

Kroenke Sports & Entertainment is also the owner of the NFL Los Angeles Rams, NBA Denver Nuggets, NHL Colorado Avalanche, MLS Colorado Rapids, NLL Colorado Mammoth, English Premier Arsenal, World Fishing Network, Sportsman Channel, Outdoor Channel, My Outdoor TV, and more. This creates incredible opportunities to leverage KSE platforms and properties to benefit MLF & MLFLW in the future.

Pro Bass Tour (PBT) - 50% owner of MLF & MLFLW.

PBT is an angler owned company that facilitates the Major League Fishing Anglers Association (MLFAA). They are responsible for the initial development of the successful angler driven format, serves as the advisory board for all anglers giving them a TRUE voice in their league, participates in all decisions made for MLF & MLFLW and issues all angler payout checks.



Kroenke Sports & Entertainment



A PERFECT MARRIAGE



+



This is **NOT** a hostile takeover. MLF acquired FLW because it's the perfect marriage of two great companies and will offer opportunities for tremendous growth for all.

MLF needed a way to quickly build a grassroots circuit in order to support a growing demand for participation and a roadmap to the Bass Pro Tour.

And if MLF had not purchased FLW, the FLW Tour would likely not have survived.



+



1+1=3





YOUR

OPPORTUNITY

YOUR OPPORTUNITY



+



AN OPPORTUNITY TO IMPROVE THE INDUSTRY FOR ANGLERS & FUTURE GENERATIONS

Anglers created Major League Fishing and the Bass Pro Tour for anglers. For too long, those sitting in a boardroom had all of the say, while the anglers impacted had none. An equal seat at the table through a shared ownership group allowed for the empowerment of anglers as a part of the decision-making process for the league.

The same will be true for the 150 top professional anglers who join the FLW Pro Circuit. An FLW Pro Circuit Angler Board will be established to create recommendations that benefit the anglers and the league.

We are not offering you a chance to fish **OUR** tournament trail.

We are inviting you to **JOIN OUR** and become a part of **YOUR** Top Level fishing **CIRCUIT**, with the following goals:

- To elevate the profile of the sport of bass fishing to be on-par with national stick & ball sports.
- To provide a better, more stable opportunity for professional anglers to make a living.
- To provide a roadmap for aspiring anglers to become professionals.
- To grow participation and viewership of the sport across all audiences.
- To improve tournament opportunities at the grassroots level with a heavy emphasis on high school and college opportunities.

To accomplish these goals, we need all of you to buy-in and help us pull the rope in the same direction.



PRO CIRCUIT

**THE STRONGEST 5-FISH LIMIT
CIRCUIT IN THE WORLD**

WHY THE FLW PRO CIRCUIT



+



Why the FLW Pro Circuit is the best choice for any professional angler:

- Far and away, the **STRONGEST FIELD** in 5-fish limit tournaments.
- The only true **ANGLER-DRIVEN** league with the best “angler friendly” staff in the business.
- The absolute **BIGGEST TELEVISION PLATFORM** to build your personal brand – including 26 consecutive weeks of Friday night **PRIMETIME** coverage on Outdoor Channel.
- **GUARANTEED TV & LIVESTREAM EXPOSURE** for anglers (& their sponsors) reaching championship rounds and championship event.
- The opportunity to **QUALIFY FOR THE NO-ENTRY-FEE BASS PRO TOUR.**

FLW PRO CIRCUIT CHANGES



+



THE STRONGEST 5-FISH LIMIT CIRCUIT IN THE COUNTRY, WHERE PROFESSIONAL ANGLERS COMPETE FOR BIG MONEY AND CAN QUALIFY INTO THE NO-ENTRY-FEE BASS PRO TOUR.

OLD

5-FISH LIMIT | 4-DAY TOURNAMENTS

7 EVENTS + CHAMPIONSHIP

160+ ANGLER FIELD

FLW TOUR

FLW'S premier bass fishing tournament circuit.

All 4 days including takeoffs, weigh-ins, and expos held lakeside.

FLW CUP

3-day championship featuring anglers qualifying from the Tour, the Series, the BFL, FLW College Fishing, and The Bass Federation (FLW's partner in fishing).

NEW

5-FISH LIMIT | 4-DAY TOURNAMENTS

7 EVENTS + **MLF FORMAT CHAMPIONSHIP**

150 ANGLER FIELD

FLW PRO CIRCUIT

The FLW Pro Circuit consists of 150 of the top anglers from the FLW system. Beginning in 2021, the top 10 anglers from the FLW Pro Circuit based on total points from 2020 & 2021 will be promoted to the no-entry-fee Bass Pro Tour. The bottom 40 anglers will be assigned to the FLW Series each year.

TELEVISION

For the first time in history, the FLW Pro Circuit will include over 312 hours of programming on Outdoor Channel & Sportsman Channel.

FLW PRO CIRCUIT ADVANTAGES



+



By joining forces with Major League Fishing, the FLW Pro Circuit will have the following advantages over the previous FLW Tour:

- More TV and Live Streaming visibility than ever.
 - Guaranteed TV exposure for anglers reaching championship rounds & championship event.
 - Insures a way to drive value for individual angler sponsors.
- Anglers will have the ability to represent all of YOUR SPONSORS ALL 4-DAYS of competition.
 - The last 2 days of each event and all 6 days of the championship will be livestreamed.
 - The final day of each event and all 6 days of the championship will be televised.
- Payouts through 75th place with a minimum of \$5,000 to half the field.
- The championship event will consist of FLW Pro Circuit anglers only.

ELEVATED MEDIA PLATFORM



+

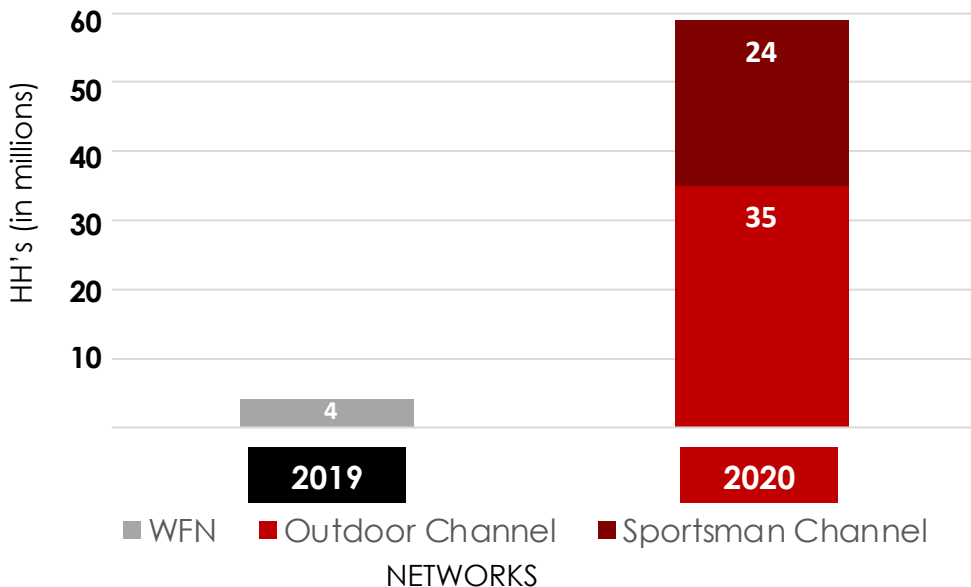


The new FLW Pro Circuit will feature a drastically improved television and media platform, including better air times, larger networks, longer episodes and many more airings.

2019

80 thirty-minute airings, for a total of 40 hours of FLW Tour programming on World Fishing Network. WFN has a distribution of 4mm households (HH's).

NETWORK DISTRIBUTION



2020

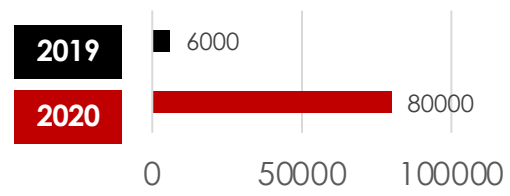
156 TWO-HOUR AIRINGS of the FLW Pro Circuit including **26 CONSECUTIVE WEEKS OF FRIDAY NIGHT PRIMETIME AIRINGS** on Outdoor Channel, and **130 AIRINGS** on Sportsman Channel, for a total of **312 HOURS** of FLW Pro Circuit programming. Outdoor Channel has a distribution of **35MM HH'S**, and Sportsman Channel has **24MM HH'S**, for a total network distribution of **59MM, 45 MM** of which are unique.

NEARLY

15x

MORE DISTRIBUTION IN 2020

Est. Audience per Airing



OUTDOOR CHANNEL VS WFN

2020
312
HOURS



2019
40
HOURS



FLW PRO CIRCUIT FORMAT



+



150 ANGLERS
7 EVENTS + CHAMPIONSHIP
5-FISH LIMIT

The strongest 5-fish limit circuit in the country, where professional anglers compete for big money and qualification into the no-entry-fee Bass Pro Tour.



FLW PRO CIRCUIT EVENTS - 4 DAYS OF 5 FISH LIMIT					
DAYS	ROUND	ANGLERS	FORMAT	MEDIA	NOTES
Day 1	TBD	150	5-Fish Limit	Weigh-in Livestream	
Day 2	TBD	150	5-Fish Limit		
Day 3	TBD	30	5-Fish Limit	On-the-Water + Weigh-in Livestream	Top 30 fish for final cut
Day 4	FINAL	10	5-Fish Limit	On-the-Water + Weigh-in Livestream Television (Q3 on Outdoor Channel and Sportsman Channel)	Top 10 fish for the title

MLF FORMAT CHAMPIONSHIP (NAME SUBJECT TO CHANGE)

- 6-day event
- Top 50 anglers in total points
- Big payouts including \$200,000 top prize

2020 SCHEDULE



+



January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	1	2	3	4	5	6	7				1	2	3	4	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21	12	13	14	15	16	17	18
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31		23	24	25	26	27	28	29	29	30	31					26	27	28	29	30		
May							June							July							August						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6				1	2	3	4							1
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
31																					30	31					

Qualifying Events			MLF Format Championship		
Date	Lake	City, State	Date	Lake	City, State
January 23-26	Sam Rayburn	Brookeland, TX	April 23-26	Hartwell	Anderson, SC
February 20-23	Harris Chain	Leesburg, FL	May 14-17	Dardanelle	Russellville, AR
March 19-22	Martin	Alexander City, AL	June 25-28	Detroit River	Trenton, MI
April 2-5	Cherokee	Jefferson City, TN			
			August 8-13	St. Lawrence River	Massena, NY

FLW PRO CIRCUIT PAYOUTS



+



Qualifying events (7 total):

Place	Pro
1	\$100,000
2	30,000
3	25,000
4	20,000
5	19,000
6	18,000
7	17,000
8	16,000
9	15,000
10	14,000
11-20	11,000
21-30	10,500
31-50	10,000
51-60	5,500
61-75	5,000
Big Bass – Day 1	500
Big Bass – Day 2	500

MLF Format Championship:

Place	Pro
1	\$200,000
2	50,000
3	30,000
4	25,000
5	19,000
6	18,000
7	17,000
8	16,000
9	15,000
10	14,000
11-20	11,000
21-30	10,500
31-50	10,000
Big Bass – Day 1	500
Big Bass – Day 2	500

FLW Pro Circuit Entry Fee:

\$40,000 for the season

AWARDS

FLW Pro Circuit AOY:

The top pro from the point standings after the seven FLW Pro Circuit qualifiers (ties resolved by total weight) wins the Angler of the Year title.

Payout: pending sponsorship

FLW Pro Circuit ROY:

The top pro from the point standings after the seven FLW Pro Circuit qualifiers (ties resolved by total weight) who has never fished an FLW Tour (Major) or B.A.S.S. Elite Series tournament as a pro before this season wins the Rookie of the Year trophy.

Payout: Polaris ATV

COMPLIANT JERSEYS



+



As in past FLW events, FLW Pro Circuit anglers will be required to wear compliant jerseys during select competition days with the following changes:

1. FLW Pro Circuit anglers now have the freedom to promote any of their sponsors all four days of competition.
2. The jerseys worn on Days 3 and 4 must comply with the template provided by FLW.
3. The template will include some locations reserved for FLW sponsors that do not conflict in any way with the angler's sponsors.

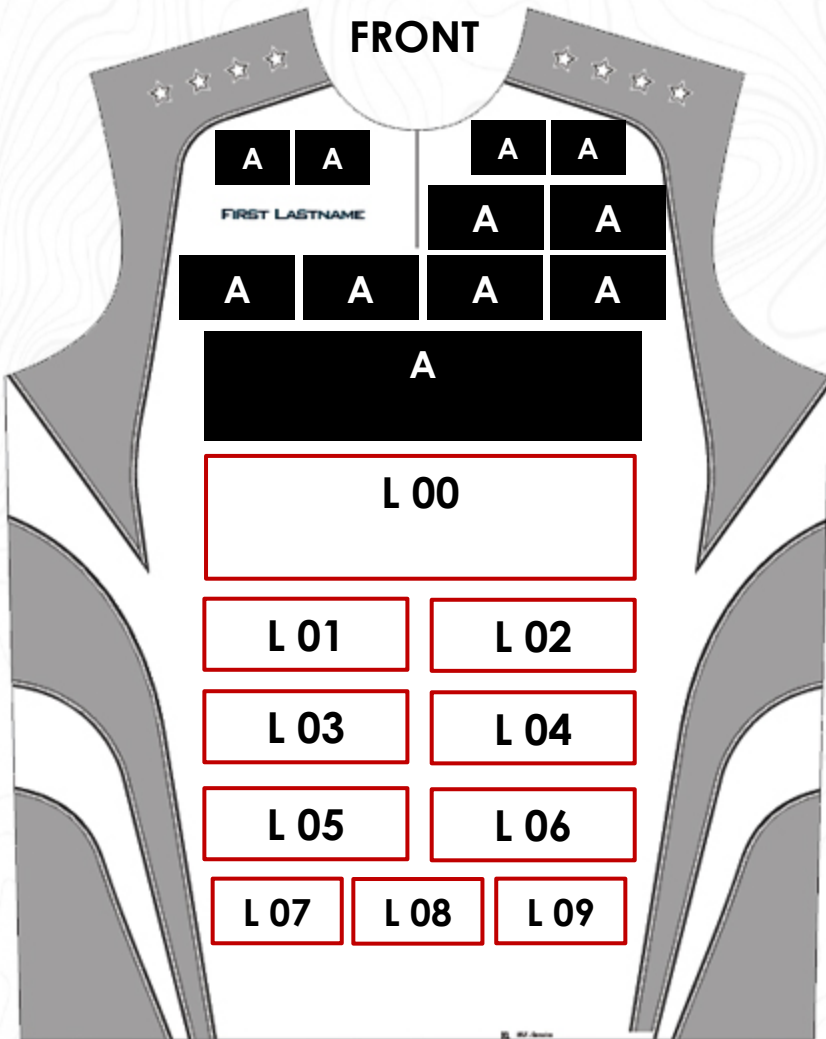
(EXAMPLE OF JERSEY TEMPLATE ON NEXT SLIDE)

COLLAR

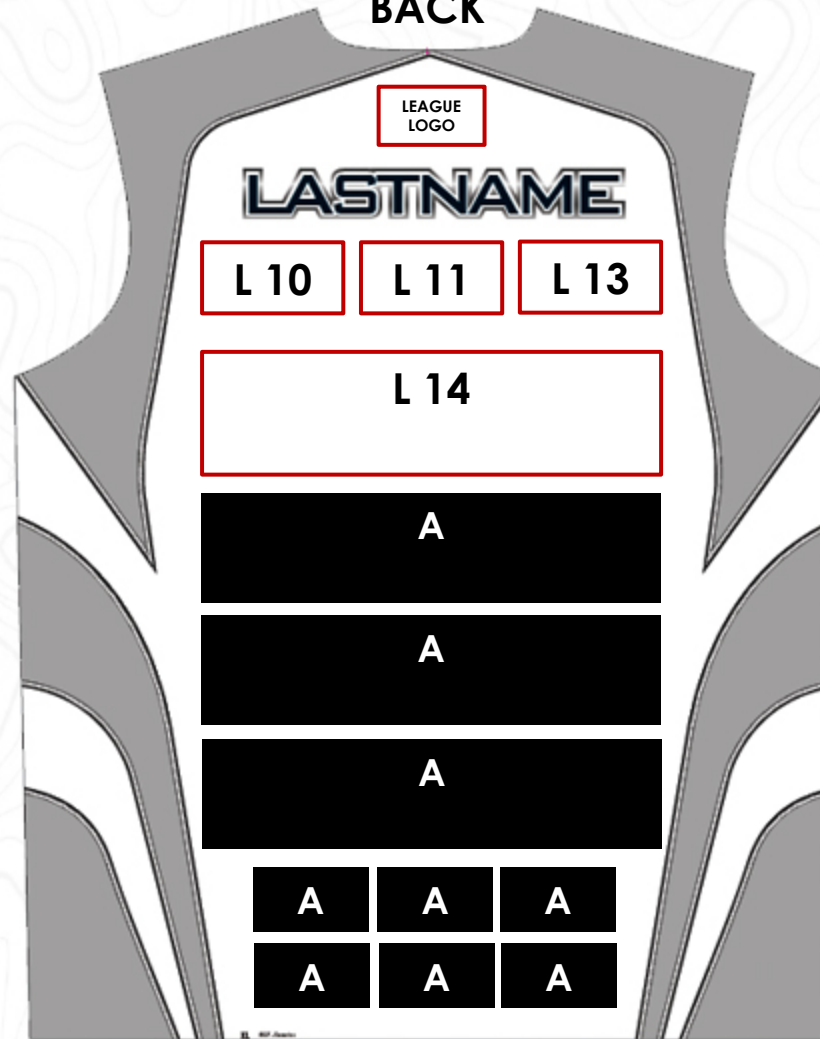


Anglers receive 1/3 upper chest front of jerseys and middle/lower 2/3 of back positions

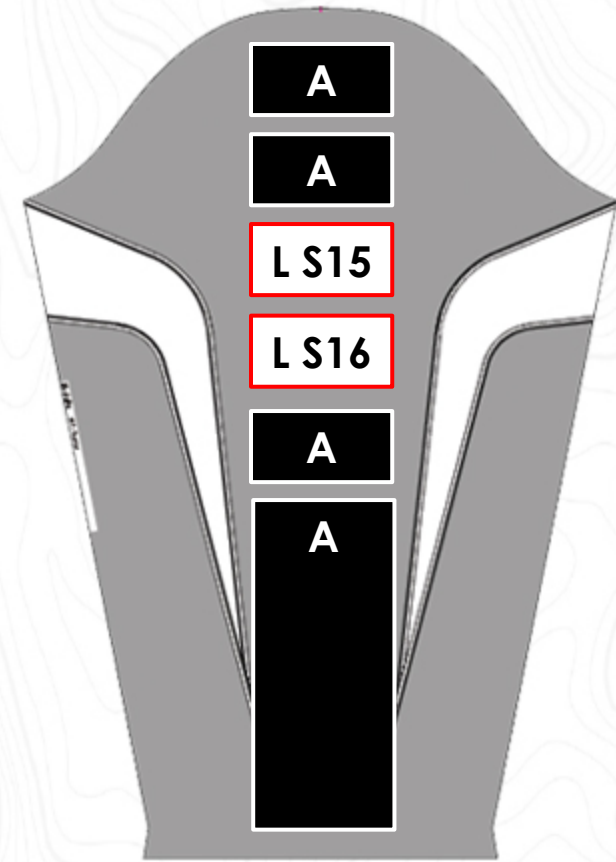
FRONT



BACK



SLEEVES/SHOULDERS



QUALIFICATION SYSTEM



+



Below are details for qualifying into the FLW Pro Circuit and MLF Bass Pro Tour :

Bass Pro Tour qualification will be based on a two-year point total for 2020 & 2021.

- **IN 2020** – Qualification into the FLW Pro Circuit will be based on the criteria outlined in the 2019 FLW Tour rules.
- **IN 2021** – At the end of the 2020 season, the top 110 pros will requalify for the 2021 FLW Pro Circuit, along with the top 40 pros from the FLW series (top 5 from each of 8 U.S. divisions).
- **IN 2022** – At the end of the 2021 season, the top 10 anglers from the FLW Pro Circuit based on total points from 2020 and 2021 will fish the BPT. The bottom 10 pros in the BPT will fish the FLW Pro Circuit along with 100 FLW Pro Circuit anglers who requalify and 40 FLW Series anglers.

Following the 2021 season, this process will become a one-year qualification for every year after.

QUALIFICATION SYSTEM



+



NOTE: Active BPT Anglers can fish FLW Series events, but cannot fish FLW Pro Circuit Events.

LEAGUE ROADMAP



+



BASS PRO TOUR

**TOP 80 ANGLERS IN THE WORLD
8 EVENTS + CHAMPIONSHIP**

The world's premier bass fishing league, the best 80 anglers in the world compete for big money, fame and glory at the highest level of the sport.



FLW PRO CIRCUIT

**150 ANGLERS
7 EVENTS + MLF FORMAT CHAMPIONSHIP**

The strongest 5-fish limit circuit in the country, where professional anglers compete for big money and qualification into the no-entry fee Bass Pro Tour.



FLW SERIES

**4,000 ANGLERS
24 EVENTS + CHAMPIONSHIP**

Tournaments where the next generation of Major League Fishing anglers compete for big money and qualification into the FLW Pro Circuit.



FLW BASS FISHING LEAGUE

9,000 ANGLERS | 128 EVENTS

Grass roots meet big money in the premiere working man's league, where anglers are fishing for big payouts & qualification into the prestigious BFL All-American.



FLW COLLEGE FISHING

2,500 ANGLERS | 16 EVENTS + CHAMPIONSHIP

The country's largest college tournament-fishing series. Since FLW College Fishing was introduced in 2009, nearly 200 college anglers have moved up to fish other FLW trails each year.



FLW HIGH SCHOOL FISHING

10,000 ANGLERS | 15 EVENTS + CHAMPIONSHIP

The largest student-angler initiative in history, formed by FLW in conjunction with The Bass Federation (TBF)-Student Angler Federation (SAF).

FLW SERIES CHANGES



+



TOURNAMENTS WHERE THE NEXT GENERATION OF MAJOR LEAGUE FISHING ANGLERS COMPETE FOR BIG MONEY AND QUALIFICATION INTO THE FLW PRO CIRCUIT.

OLD

ENTRY FEES - PRO = \$1,900 | CO-ANGLER = \$650
5-FISH LIMIT | 3-DAY TOURNAMENTS
5 U.S. DIVISIONS | 16 U.S. EVENTS

- Northern
- Central
- Southeastern
- Southwestern
- Western
- **PLUS**
- International Division

11 (10 from the U.S. Divisions and 1 from the International Division) anglers advance to the FLW Cup based on their performances at the FLW Series Championship.

NEW

ENTRY FEES - PRO = \$1,700 | CO-ANGLER = \$550
5-FISH LIMIT | 3-DAY TOURNAMENTS
8 U.S. DIVISIONS | 25 U.S. EVENTS

- Northern
- Central
- Southeastern
- Southwestern
- Western
- Eastern
- Plains
- Southern
- **PLUS**
- International Division

Top 40 anglers (top 5 in AOY points from each of the 8 divisions) are promoted to FLW Pro Circuit for following season. Payouts for each tournament will be similar or better than 2019.



FLW SERIES FORMAT

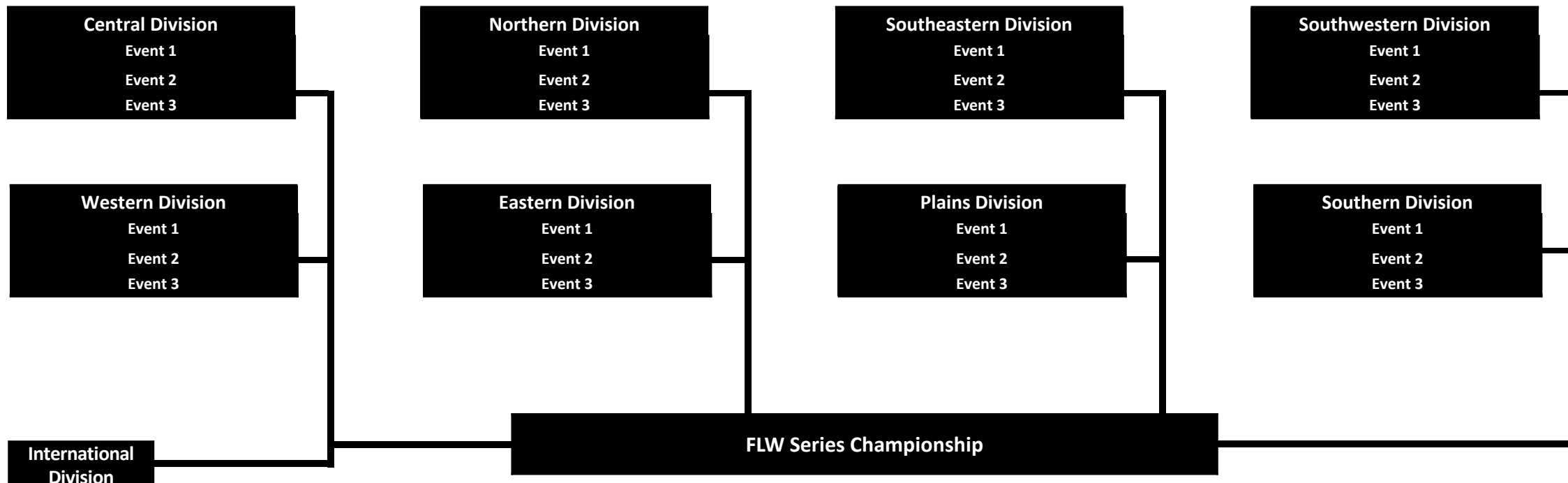


+



4,000 ANGLERS
8,000 ENTRIES
24 EVENTS + CHAMPIONSHIP
5-FISH LIMIT

Tournaments where the next generation of Major League Fishing anglers compete for big money and qualification into the FLW Pro Circuit.



BFL FORMAT



+



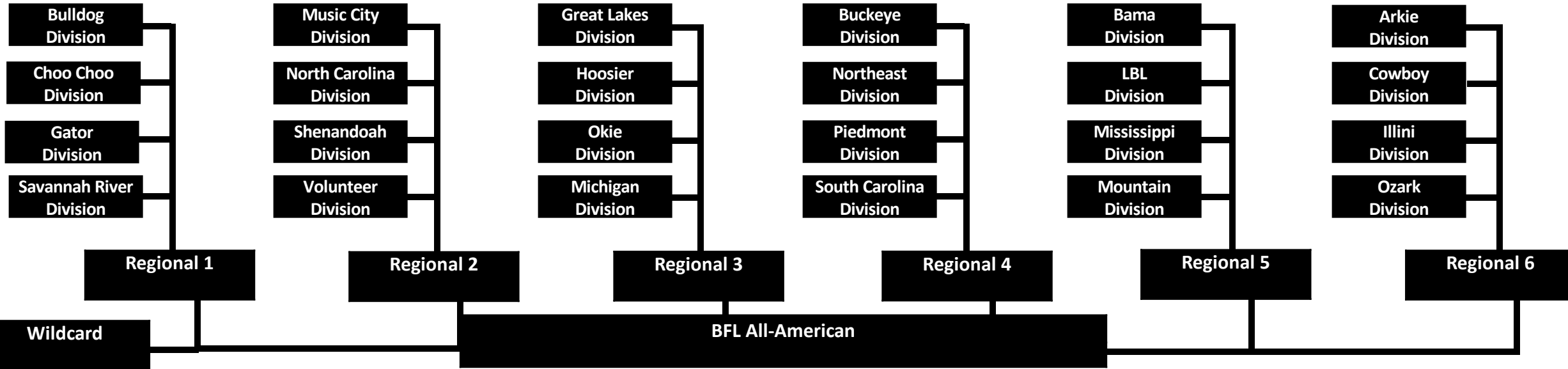
9,000 ANGLERS
30,000 ENTRIES
128 EVENTS
5-FISH LIMIT

Grass roots meet big money in this nationwide league devoted to weekend anglers. The nation's premiere working man's league, where anglers are fishing for big payouts and qualification into the prestigious BFL All-American.

NOTE: All BFL divisions have five (5) total events

- 1-day, qualifying tournaments with 200 boat fields (four per division)
- 2-day, super tournament qualifier (one per division)

*Division/Regional match-ups change each year



REDUCED ENTRY FEES				
	1-Day Event		Super Event	
	OLD	NEW	OLD	NEW
Boater	\$ 300.00	\$ 200.00	\$ 350.00	\$ 300.00
Co-Angler	\$ 150.00	\$ 100.00	\$ 175.00	\$ 150.00

3-day, regional championships featuring the top 45 boaters and co-anglers from each division plus tournament winners, with the top 6 boaters and co-anglers advancing to the BFL All-American.

COLLEGE FISHING FORMAT



+



2,500 ANGLERS
3,900 ENTRIES
16 EVENTS + CHAMPIONSHIP
5-FISH LIMIT

The country's largest college tournament fishing series. Since FLW College Fishing was introduced in 2009, nearly 200 college anglers have moved up to fish other FLW trails each year.



- 1-day qualifiers in five conferences including Western, Central, Northern, Southern, and Southeastern (three per conference).
- One (1), 2-day Open for teams from all conferences.
- 3-day National Championship featuring top teams competing for the title of Champion.
- 2019 Open event had over 194 teams.
- 2019 National Championship event included 148 teams.

HIGH SCHOOL FISHING FORMAT



+



10,000 ANGLERS
12,000 ENTRIES
15 EVENTS + CHAMPIONSHIP
5-FISH LIMIT

The largest student-angler initiative in history, formed by FLW in conjunction with The Bass Federation (TBF)-Student Angler Federation (SAF).

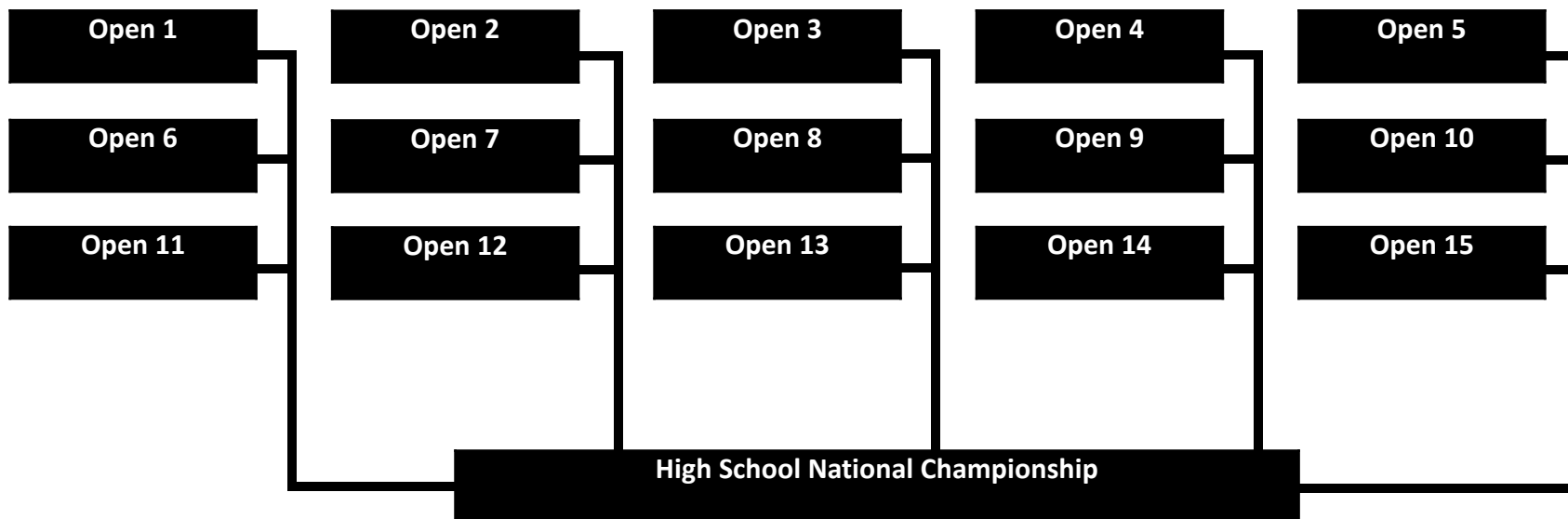


FLW High School Fishing Camp

Three days of intensive fishing curriculum open to current high school students (students who are entering 9th grade through those who have just completed 12th grade).

At the conclusion of camp, participants and their parents/coaches are invited to participate in the FLW Foundation tournament. 2019's Foundation Tournament funds will be used to grow high school fishing via grants for new clubs.

The 2019 camp included over 300 student anglers and parents/coaches hosted at Murray State University as well as at KenLake Marina on Kentucky Lake.



The National Championship team receives a \$10,000 scholarship (\$5,000 per student).

HIGH SCHOOL FISHING IS ONE OF THE FASTEST GROWING HIGH SCHOOL SPORTS IN THE NATION.

NOTE: 42 ADDITIONAL EVENTS PUT ON THROUGH PARTNERSHIP WITH TBF



+

