

2016 Sponsorship Program Policies

JB Custom offers sponsorship programs for anglers, guides, fishing tournaments and events. We provide various levels of support that are determined by skill level, success, and tournament-partner relationships and potential exposure for the individual and for JB Custom Rods. The program is aimed at creating brand recognition for JB Custom Rods, angler loyalty and tournament trail relationships.

Purpose: To provide a competitive angling sponsorship program that JB Custom Rods can support with high end custom rod products that are directly related to technique specific application.

Eligible Customers: Any person that can/will actively and effectively promote JB Custom Rod products and brands through supported sponsorship programs. This includes Anglers, Guides, and Tournament partners.

Qualification: Qualification is determined by review of submitted applications.

Program Timeline: September 1, 2015, through August 31, 2016

Application Timeframe: Applications for the 2016 program year must be received no later than January 1, 2016.

Note: Applications received September – October 2015 will be processed quicker than those received after this timeframe. Applications received after January 1, 2016, will not be accepted. All applications will be reviewed and applicants notified of decisions as soon as possible, but no later than January 30, 2016.

Programs: National Pro Team, Regional Pro Team, State Pro Team and State Field Staff Angler orders directly from JB Custom Rod, CEO/Owner John Ballard.

Order Frequency: Angler places orders throughout program year (No minimum requirement)

Discounts: Discount levels for selected anglers will be based on the angler's ability to effectively meet the criteria outlined in the program-levels. National Pro Team level is approved by the CEO/Owner with the individual selected Angler.

Explanation of Program Levels

JB Custom Rods Pro Team Sponsorship: (Includes Tournaments, Events and Guides)

This is an opportunity for JB Custom Rods to “extend its sales force” by encouraging its angler and tournament partners to spread the word while on the job and at boat shows, sales events,

promotions, during interviews, etc. These are typically anglers who possess a strong passion to fish and compete (sometimes full-time) and have the desire and ability to influence others. The various pro / field staff level participants work closely within their respective State / region and tournament trail to promote JB Custom rods products in marketing and company branding efforts. Also included in this group are influential guides and charter captains, as well as tournaments that organize and facilitate grassroots regional and local events.

Existing characteristics, traits and potential for Anglers and Tournaments:

1. Visibility in local or regional media and the public.
2. (Anglers must successfully compete in weekend fishing tournaments on a regular basis, or actively guide.)
3. Work with fishing associations such as PAA, BASS, FLW, NPAA, MWC, NWT, FOM etc., and stay in touch with members and speak favorably of JB Custom Rods.
4. Actively promote JB Custom Rods.
5. Provide demonstration of utilizing various technique specific JB Custom when appropriate opportunities exist (YouTube is acceptable).
6. Work in concert with JB Custom Rod
7. Required to submit a minimum of two activity reports that clearly illustrate the angler's or event's activities. Reports must be submitted during the program year and all reports must be received by August 31, 2016. Failure to submit reports will result in a lower sponsorship level for the following year. (Please see your approval email for report submission instructions.)
8. Participate in social media, such as Facebook, Twitter and blogs, and maintain their own Web sites promoting themselves, JB Custom Rods, their event and their sport. Possibly participate on other web sites

Possible "asks" of Anglers and Tournaments sponsored by JB Custom Rods:

1. Appear in advertising on a National, local or regional basis.
2. Appear in editorial content on a National, local or regional basis. This typically means knowing how to respond to media questions at tournaments, or working with JB Custom Rods to appear in feature stories.
3. Anglers might appear at Sportsman / boat shows, seminars, etc., to assist JB Custom Rods in communicating with consumers.
4. Fish with retailers, VIPs, media (though to a lesser degree than anglers at the national level).
5. Participate in social media by maintaining a Facebook page and/or participating in chat sessions and forums to positively represent themselves and JB Custom Rods.
6. Anglers should wear appropriate custom jersey's that display JB Custom Rod logo.
7. Anglers and tournament representatives should conduct themselves professionally.

8. It's essential that Anglers / Guides use well-maintained JB Custom Rods appropriate for their tournament series, boats and services. Anglers / Guides also should be well-versed on the technologies and benefits of JB Custom Rod products.

9. Opportunity to field test and assist in the development of new product brands.

10. Opportunity to advance to the next level.

Interested anglers wanting to join the JB Custom Rod Pro staff teams should send their resumes to Jim Sutton, Director of Pro Staff. staff-director@custombassrods.com