



SPONSORSHIP REPORT BAITFUEL FISHING TOUR (TV)



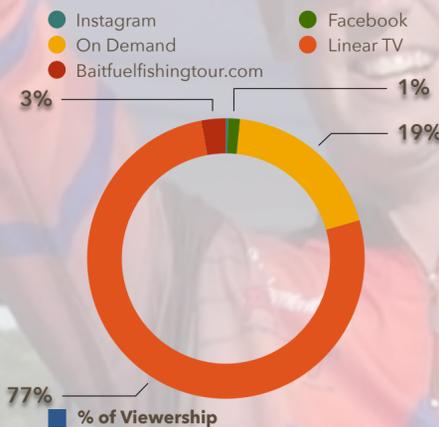
Below is a summary of **TV, On Demand, Linear TV and Social** impressions thru **Q3**. Continued record impression numbers and good growth followed us into the new year and through the BFT Season. **Facebook** came out to be our best social media platform as we furthered our reach through Live weigh ins and we now have **Waypoint TV** in the On Demand section and have split the **Linear TV** option of Waypoint into its own category as it is growing very rapidly. Waypoint TV with **Xumo, Stirr, Atmosphere, Pluto TV, Fubo TV, Tubi, LG TV, and Samsung TV +** and added **Vizio, Plex, Local Now and Loop TV** on their linear TV channel are doing great work for us. Through Q2 we have recorded over **3,602,513 views** in total, once again eclipsing our 2023 total! Massive increase and we are projecting around 5 million views through this Linear TV model in conjunction with the Waypoint TV On Demand offering. On Demand segments continues with solid numbers via Waypoint TV's App and website in both **CANADA** and the **US** with well over **892,178 additional views** coming via these two avenues. Analytics have remained stable this year and interactions continue to be strong as filming season is underway. **Weekly updates** on social media highlighting our vast **contingency programs** in association with our marketing partners continue to be a focus for the organization. The newly designed, more robust Website **www.baitfuelangling.com** has seen an increase in interactions and visits as well with a steady 16,500 plus users and 134,665 plus unique visitors viewing over 120,000 pages. Demographics remain unchanged with the vast majority of viewership and interactions stemming from Ontario & Quebec. In an additional upgrade, BFT has also created customized billboards and bumpers supporting our sponsors for season 2 set to air beginning of 2025.

DEMOGRAPHICS/ STATS - 2024 Q1-Q3

CATEGORY	
GENDER	
MALE	93%
FEMALE	7%
AGE	
18-24	14%
25-34	34%
35-44	27%
45-54	16%
REACH	
INSTAGRAM	11,676
FACEBOOK	64,914
COUNTRY	
USA	33%
CANADA	64%
OTHER	3%

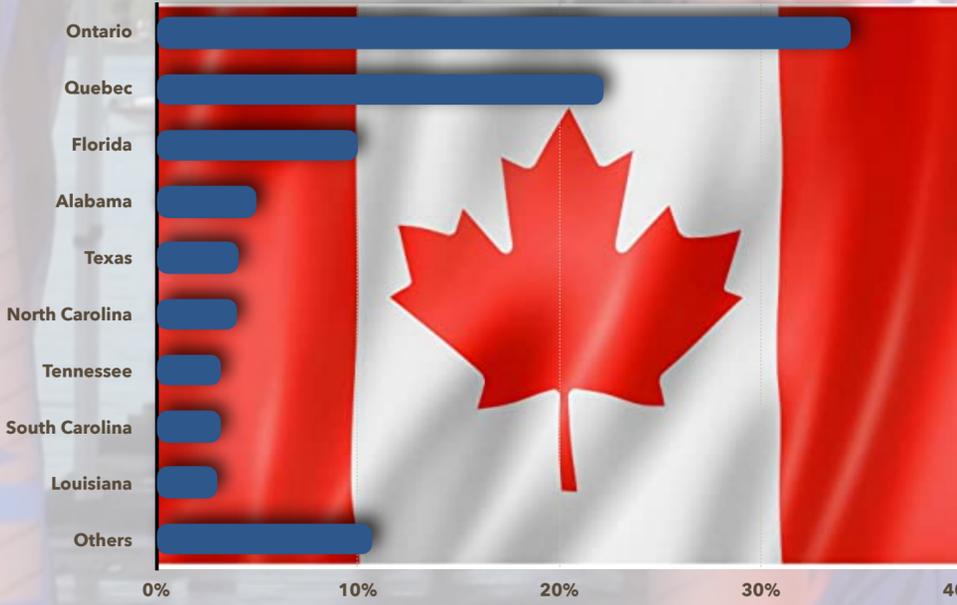
IMPRESSIONS FOR 2024 Q1-Q3

Platform	2024 IMPRESSIONS
Instagram	11,676
Facebook	64,914
On Demand	892,178
Linear TV	3,602,513
Website	134,665
Total	4,705,946



VIEWERSHIP

State/Province	% of Viewership
Ontario	34.5%
Quebec	22.2%
Florida	9.98%
Alabama	5.01%
Texas	4.1%
North Carolina	4.00%
Tennessee	3.24%
South Carolina	3.18%
Louisiana	3.08%
Others	10.71%
Total	100%



2024 DRAW WINNERS
\$80,000 PACKAGE

Winners of the Baitfuel Fishing Tour Boat/Draw:
BASS CAT BOAT & MERCURY MOTOR

Sponsors: **Bass Cat**, **MERCURY**, **GARMIN**, **SHIMANO**

AMERICAN BAITWORKS

BAITFUEL FISHING TOUR

Q2 - ST. LAWRENCE RIVER BROCKVILLE, ON

f LIVE

