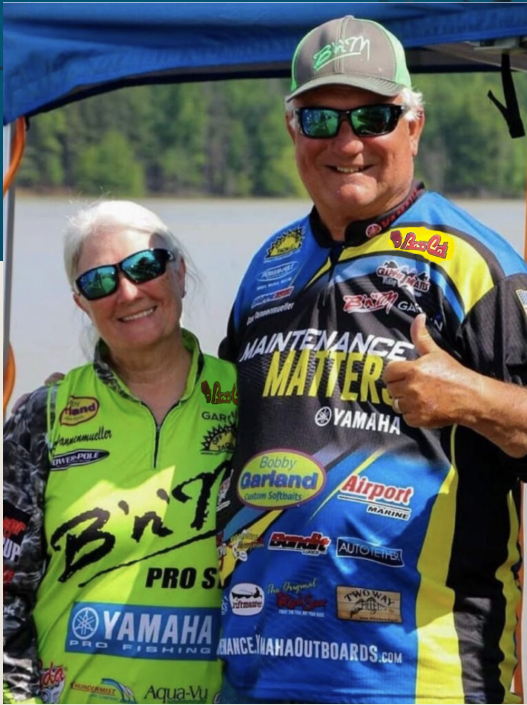


MEDIA KIT



AUDIENCE

88%	MALE
597K+	IMPRESSIONS
50K+	ENGAGEMENTS
12.5K+	TOTAL AUDIENCE
60K+	VIDEO VIEWS



CRAPPIE DAN

Dan Dannenmueller, "Crappie Dan," is a nationally ranked professional crappie fisherman and publisher. His career spans 40 years and includes recognitions such as the 2011 & 2012 Angler of the Year for the Crappie Masters All American Tournament Trail. Dan is a retired Air Force 25-year veteran and is the CEO of Knowledge Management Solutions, based in Millbrook, AL, as well as owner of the largest digital crappie magazine, CrappieNOW and another digital magazine, CatfishNOW.



6.43 K
FOLLOWERS



4.89 K
FOLLOWERS



1.19 K
FOLLOWERS



30
FOLLOWERS

CRAPPIE MATES

In 2018, life partners, Dan and Sue Dannenmueller, became fishing partners after forming their competitive fishing team: Crappie Mates. Since then, the duo has fished many tournaments across the country while competing in the National Crappie League (DIV 1 & Opens). Dan and Sue are proud to be sponsored by trusted names in the industry such as Yamaha Pro Fishing, Bass Cat Boats, Airport Marine, Bobby Garland Crappie Baits, Garmin Marine, Power-Pole, B'n'M Poles, Road Runner Lures, Off Shore Tackle and 20+ other notable brands.



SPONSORSHIP LEVELS



LEVEL ONE SPONSOR *UNDER \$1,000 VALUE*

THIS INCLUDES

- ① One post of your advertising copy, a minimum of 18 posts per quarter, across all Crappie Dan and Crappie Mates social media – Facebook, Twitter, Instagram, and/or TikTok.
- ② One post shared to CrappieNOW social media, on the sponsor's primary platform.
- ③ One boosted Facebook post from our account per month — valued at \$15.
- ④ A quarterly social media and web analytics report.
- ⑤ One logo on DDOutdoor.com, linkable to your website.
- ⑥ Small logo on truck, boat, and shirts.



SPONSORSHIP LEVELS



LEVEL TWO SPONSOR

\$1,000 - \$8,000 VALUE

THIS INCLUDES

- 1 Two posts of your advertising copy, a minimum of 36 posts per quarter, across all Crappie Dan and Crappie Mates social media – Facebook, Twitter, Instagram, and/or TikTok.
- 2 One unique post to be published across all CrappieNOW social media.
- 3 One post shared to CrappieNOW social media, on the sponsor's primary platform.
- 4 One boosted Facebook post from our account per quarter — valued at \$20.
- 5 A quarterly social media and web analytics report.
- 6 One logo on DDOutdoor.com, linkable to your website.
- 7 Prominent logo on truck, boat, and shirts.



SPONSORSHIP LEVELS



LEVEL THREE SPONSOR

\$8,000+ VALUE

THIS INCLUDES

- 1 Three posts of your advertising copy, a minimum of 54 posts per quarter, across all Crappie Dan and Crappie Mates social media – Facebook, Twitter, Instagram, and/or TikTok.
- 2 Two unique posts to be published across all CrappieNOW social media.
- 3 Two posts shared to CrappieNOW social media, on the sponsor's primary platform.
- 4 One boosted Facebook post from our account per quarter — valued at \$30.
- 5 A quarterly social media and web analytics report.
- 6 One logo on DDOutdoor.com, linkable to your website.
- 7 Key logo on truck, boat, and shirts.

CRAPPIENOW!

ADVERTISING OPTIONS



DUAL SPONSORSHIP *of Crappie Dan and CrappieNOW*

THIS PERK INCLUDES

- 1 Two additional posts of your advertising copy, a minimum of 18 posts per quarter, across all Crappie Dan and Crappie Mates social media – Facebook, Twitter, Instagram, and/or TikTok.
- 2 One unique post to be published across all CrappieNOW social media.
- 3 One boosted Facebook post from our account per month - valued at \$15.

The above social media deliverables would be in addition to the deliverables outlined in the Crappie Dan sponsorship level you fall under.

CONTACT US



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