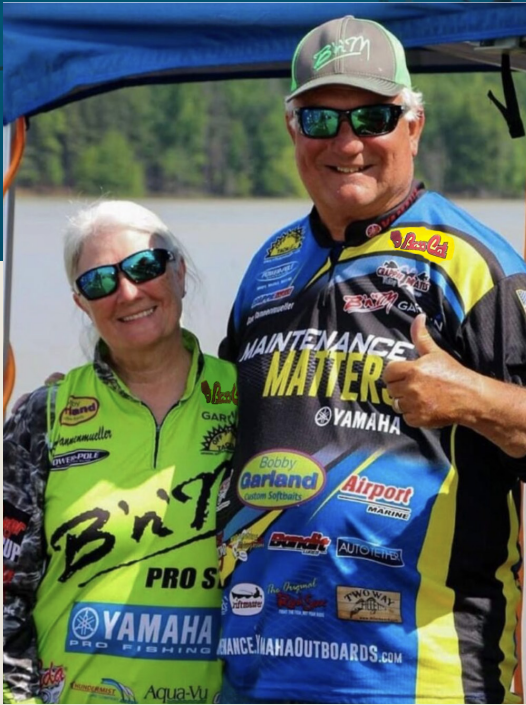


# MEDIA KIT



## 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



## AUDIENCE

88%	MALE
1.1M	IMPRESSIONS
121K+	ENGAGEMENTS
12.9K+	TOTAL AUDIENCE
117K+	VIDEO VIEWS

## 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.

# **CRAPPIE DAN & CRAPPIE MATES 2024 ANALYTICS**

**SOCIAL MEDIA: FACEBOOK, INSTAGRAM, X  
(TWITTER), YOUTUBE, & TIKTOK**

## SOCIAL MEDIA OVERVIEW

This is an overview of all posts across 3+ channels for  
01 January - 12 July 2024.

1,740

TOTAL # OF POSTS

1,125,009

TOTAL IMPRESSIONS

121,101

TOTAL ENGAGEMENT

This includes paid & organic engagement.

117,803

VIDEO VIEWS

10.8%

AVERAGE ENGAGEMENT RATE

Measures how involved our audience is with  
our content (Industry Standard = 0.33%).

30,303

CLICKS

The total number of people that have  
clicked on our advertisements.

12,906

TOTAL AUDIENCE



## 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

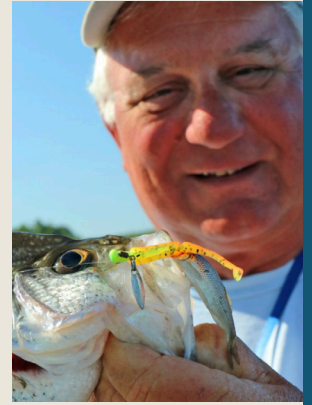
*\$8,000+ VALUE*

## 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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