

MEDIA KIT



AUDIENCE

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

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. Dan and Sue are proud to be sponsored by trusted names in the industry such as Yamaha Pro Fishing, Ikon 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.



6.43 K
FOLLOWERS



4.89 K
FOLLOWERS



1.19 K
FOLLOWERS



30
FOLLOWERS



CRAPPIE DAN / CRAPPIE MATES Y-T-D ANALYTICS REPORT

**CRAPPIE DAN, CRAPPIE MATES AND CRAPPIENOW:
FACEBOOK, INSTAGRAM, TWITTER, AND/OR TIKTOK &
YOUTUBE**

01

ADVERTISING OVERVIEW

This is an overview of all boosted **and** organic posts across 6+ channels for January-August 2025.

2,219 TOTAL # OF POSTS

This includes organic and boosted posts.

1,836,928 IMPRESSIONS

65,715 TOTAL ENGAGEMENT*

3.6% AVERAGE ENGAGEMENT RATE
Measures how involved our audience is with your content (Industry Standard = 0.33%)

578,305 TOTAL # OF VIDEO VIEWS

29,196 CLICKS
The total number of people that have clicked on your advertisement

*ENGAGEMENT: The total number of actions people take involving your post(s). All reactions, comments and shares on "Reels" posts will be counted towards engagement, but will be excluded from the overall engagement rate.



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 DDOOutdoor.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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