

MEDIA KIT



AUDIENCE

88%	MALE
2.3M	IMPRESSIONS
142K+	ENGAGEMENTS
122 K+	TOTAL AUDIENCE
745K+	VIDEO VIEWS



CRAPPIE DAN

Dan Dannenmueller—widely known as “Crappie Dan”—is a nationally ranked professional crappie fisherman and publisher with a career spanning more than 40 years. His accomplishments include earning the 2011 and 2012 Angler of the Year titles on the Crappie Masters All American Tournament Trail.

A retired U.S. Air Force veteran with 25 years of service, Dan currently serves as CEO of Knowledge Management Solutions in Millbrook, Alabama. He is also the owner and publisher of CrappieNOW, the largest digital crappie magazine, as well as the digital publication CatfishNOW.

CRAPPIE MATES

In 2018, life partners Dan and Sue Dannenmueller expanded their shared passion for the outdoors by forming their competitive fishing team, Crappie Mates. Since then, they have competed in tournaments across the country as part of the National Crappie League.

Dan and Sue are honored to be sponsored by many of the most trusted and respected brands in the industry, including 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 more than 20 additional notable partners.



5.6 K
FOLLOWERS



83 K
FOLLOWERS



11 K
FOLLOWERS



4.5 K
FOLLOWERS



18 K
FOLLOWERS



CUMULATIVE 2025 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 2025 so far.

2,794 TOTAL # OF POSTS
This includes organic and boosted posts.

15+ # OF BOOSTED POSTS

2,286,940 IMPRESSIONS

143,089 TOTAL ENGAGEMENT*

6.3% AVERAGE ENGAGEMENT RATE
Measures how involved our audience is with your content (Industry Standard = 0.33%)

744,853 TOTAL # OF VIDEO VIEWS

38,238 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 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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