



The Port Colborne Proposal



I am in the process of organizing a large-scale two-day Bass tournament.
The Bass Pro Shops Big Bass Champion will be held on Sept 18 & 19, 2021.

The tournament format will have both the seasoned bass tournament angler as well as the everyday “father & son” type of anglers in attendance. I estimate that we will draw in 150 to 250 anglers in our very first year. The angler field size is an estimate from many years of hosting successful bass tournaments.

The Bass Pro Shops Big Bass Champion will continue to grow as it will be an annual event that will always have returning, and first-time participants included. We will continue to reach more and more people through a multitude of advertising avenues and will be constantly striving to achieve maximum participation numbers every year. Post Covid, this event could turn into a weekend long fishing festival in HH Knoll Park with vendors.

The tournament will become an annual favorite for the anglers because of the location on Lake Erie, time of year, competition format, affordable entry fee and amazing championship prizes.

What we are missing is the perfect venue. We need a place where anglers will feel welcome, comfortable and secure.

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The Bass Pro Shops Big Bass Champion – Summary

September 18 & 19, 2021

\$120 per person entry fee (includes Hst)

Live Release

Cash & Prizes for the Top 10 biggest Smallmouth Bass weighed in overall.

Championship purse example: based on 200 entries

(subject to change as tournament details are still being worked out, BPS 100mph rain gear, tops & bottoms - \$700 retail)

1st - \$10,000 2nd - \$4000 3rd - \$3000 4th - \$2000 5th - \$1000

6th -  7th -  8th -  9th -  10th - 

Top 4 Juniors (Not in the overall Top 10 & must be 17 years old and under)

1st - \$250 BPS Gift Card + Halo Fishing Rod

2nd - \$250 BPS Gift Card + Halo Fishing Rod

3rd - \$250 BPS Gift Card + Halo Fishing Rod

4th - \$250 BPS Gift Card + Halo Fishing Rod

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Eastern Lake Erie has the best Smallmouth Bass fishing in the World.

How can we show this off?

Host The Bass Pro Shops Big Bass Champion at Canada's ultimate fishing town - Port Colborne!

What will this accomplish for Port Colborne?

Port Colborne will reap all the positive economic impacts that go along with large scale Bass tournaments.

Our tournament specifically highlights Big Bass, when anglers read the annual tournaments results, they will be sure to put Port Colborne at the top of their big Bass destination bucket list.

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Join the Team.

Bass Pro Shops has partnered with Big Bass Champion,
and we are looking for an event Host!!

We will be engineering a massive promotional blitz soon.

Website, Facebook, Instagram, Twitter accounts.

Creating a digital and paper media marketing campaign.

Producing a promotional video to advertise on our social platforms.

Event tents, various apparel and promo posters.

We are actively seeking to secure the best possible event location to host.

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The Bass Pro Shops Big Bass Champion is requesting
\$10,000 from the City of Port Colborne
to help support our tournament.

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HELPING TO SUPPORT THE EVENT

Port Colborne fund's will be used to help offset the some of the associated financial burdens of operating a large-scale event as out lined below as well as add to the championship purse.
...and in return Port Colborne will receive positive economic impacts that coincide with hosting a large-scale bass tournament!

Big Bass Champion Expenditures

\$5M liability event insurance
Event Tents
Website design and domain
Social Media advertising campaign
Promo video production
Promo posters / news paper / magazine advertising
Generator/s
Weigh Scale
Miscellaneous
Junior Angler Prize Purse
Tournament Championship Prize Purse est. \$20,000 to \$30,000

The goal of becoming an annual event starts with a solid foundation that will be the result of this year's success!!

*Should the 2021 Big Bass Champion not be able to take place due to Covid protocol restrictions as of September 2nd, 2021.
The Port Colborne funding will be held in good faith by Big Bass Champion and will host a 2022 event as promised in 2021,
or a later 2021 date can be determined.

Our goal is to achieve +200,000 person interactions with our marketing campaign and to have +300 anglers participating from all over southern Ontario.

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Details and Requests:

Site Map of launch shows where we would like to see our event weigh-in / promotional area located

Requesting, City imposed event/permit fees (i.e., permits, electrical hookup etc.) be waved in support of The Bass Pro Shops Big Bass Champion hosting in Port Colborne.

Permission is requested to use HH Knoll park as overflow parking if needed
It is estimated that the gravel parking lot holds 80 trucks and trailers,
it would be beneficial if overflow parking could be directed to HH Knoll Lake View Park
(grass parking if needed, and only if the grounds are dry, to not have any tire depressions in the grass)

Requesting that the city not permit any competing fishing or large-scale events in the HH Knoll area September 18th and 19th.

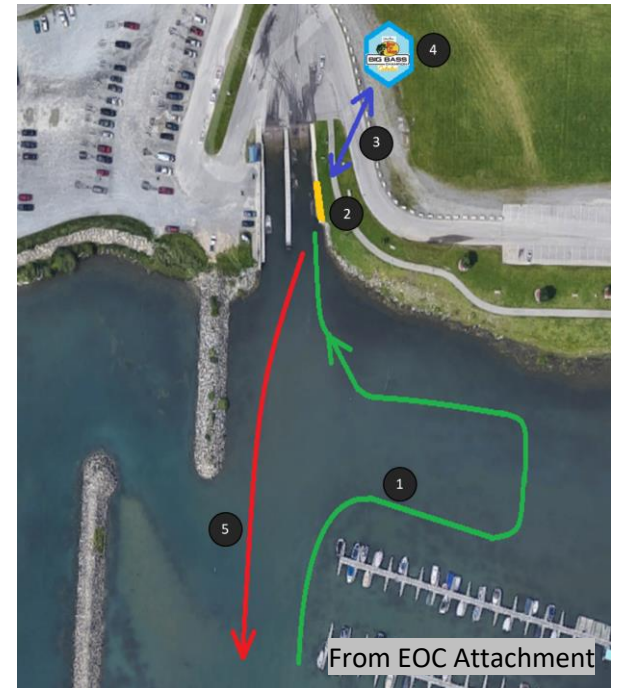
Tournament participants, would appreciate free launching on the weekend of the event. No benefit to BBC event.
Customer retention is the basis for a successful annual event, so everything we can do for our anglers is the key to our continued success.

We should have a good idea of the number of participants two weeks prior to the event.

Written permission from Port Colborne will have to be given before the city logo can be included. (The city will be requested to provide high quality versions of the logo, should they want logo inclusion. Logo inclusion, digital and paper media only)

Port Colborne to provide dock access to facilitate tournament needs. Covid protocols, weigh-in procedures/locations will be described in Tournament Overview (as seen by the Port Colborne Emergency Operations Committee)

Thank you for all your considerations,



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Marketing Target Area



Example of Event Tents

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There can only be ONE champion...

The Bass Pro Shops Big Bass Champion

Hosted By Port Colborne



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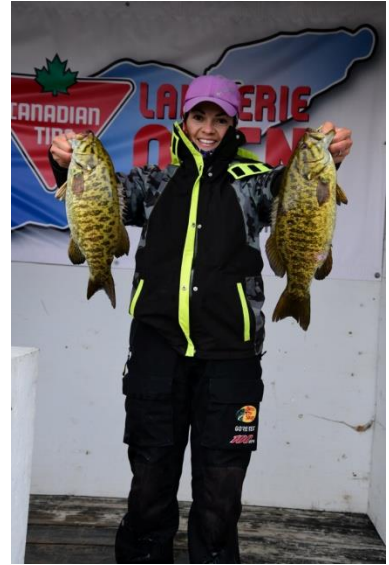
Eric Hill, Big Bass Champion Owner:

A long history of trust and good faith with Canadian Tire Corp. partnering with the Lake Erie Open

- Eric Hill, Founder & Organizer of The Canadian Tire Lake Erie Open (Live Release) Bass Tournament.
- Operates annually in Niagara Falls, Ontario, Thanksgiving Day weekend for the past 7 years.
- The Canadian Tire Lake Erie Open sells out every year with a 180-angler field +20 boat wait list.
- This single day tournament draws in anglers from as far away as Kingston, Ontario.
- Professional angler/TV host Bob & Wayne Izumi participate annually.
- The tournament is an angler favourite from both Southern Ontario and Western New York.
- The tournament's blast off takes place in the Niagara River, which allows the tournament to run regardless of the winds.
- High winds, restricts the anglers to only fish the Upper River and rescheduling is never required.
- There has not been one instance of controversy. Instead, we have set the standard for extraordinary.

Note: This tournament operated with event specific Covid protocols in 2020 and had full support and guidance from Niagara Health.

Reference - @ctcerieopen on Facebook, Canadian Tire Lake Erie Open page.



Erie Open Tournament
founder/director/emcee
Eric Hill





Thank you for all your considerations,

Eric Hill
Big Bass Champion, Owner

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