

Rezkill Media Kit

Manufacturers of boating and fishing products and/or services rely on Marketing to help build their brands, by increasing consumer awareness and establishing name brand recognition. There are many areas to promote and market in today's media. We have chosen to specialize in the fastest growing and most rewarding venue available with the quickest brand association, Tournament Fishing Team.

Our philosophy of doing business is a simple one: we succeed only when our partners succeed. We do everything possible to ensure they do. We are results oriented.

Tournament venue

Statistics show Fishing Tournaments attract a highly qualified audience of product and service buyers. They are affluent, educated and empowered by their passion to invest in quality and proven solutions to better their time spent on the water.

- Tournaments are seeing a growth in ad dollars that rivals ad growth in any other facet of the industry
- Statistics show the ROI on ad dollars/sponsorships spent for these tournaments are above the industry average one would expect in traditional outlets.
- More and more companies that have little or nothing to do with fishing and/or boating are capitalizing on the statistics and entering the market.
- While the numbers show that becoming affiliated with tournaments has proven to be successful, the return is greatest when there is affiliation with a competing team.
- Teams put a face behind a product and show the confidence and commitment to a brand name.
- A professional well-informed team instantly brings brand recognition and awareness to a target audience by promoting a product's purpose and benefits on a personal level.

Strategic advantage of having affiliation with a Tournament Team

- Precision with which one can target segments of the market and exposure to a target audience.
- By using the products in tournaments it lends credibility and integrity to the brand name.
- Reach targeted audience segments easily and efficiently
- Ensures that our partners deliver their message in the medium that yields optimal response
- Discuss strategies for most effectively reaching your potential customers within the targeted market frame work
- Reach a community of users – individuals who greatly influence the purchase of products and services by distributors
- Provides a platform to have products professionally represented and tested.
- Brand exposure and ROI by positioning your message in a relevant content arena

Rezkill Advantage

As a professional tournament fishing team we continually research and develop strategies to improve brand awareness in an effort to stay one step ahead of the competition. It is imperative to our success that we have access to the best available products and in return we support our partners by continually building brand name recognition. As your brand evolves, so should your decisions about how to reach your target audience.

We take a proactive approach to tournament fishing by specializing in marketing our partners. We try to be as informed and knowledgeable as possible about where the industry is moving, in order to capitalize product and brand exposure. Statistics show that this is the fastest growing segment in our industry. We have been very successful in showing companies that this is where they should be positioning themselves.

Based on return per ad dollar this is by far where one gets the greatest return. More and more, companies that have nothing to do with fishing are seeing that the return on investment (ROI) is substantial enough for them to take the plunge. Like NASCAR we have a target audience that likes to buy brand name goods. Tournaments and their purses are growing attracting all mediums of advertising providing a tremendous opportunity for manufacturers to gain market share. Rezkill is positioned to assist you in taking full advantage of this opportunity.

We succeed only when our partners succeed. In order to achieve success, we've adopted these business principles:

- We under promise and over deliver. Exceeding your expectations is the goal in every facet of our relationship.
- We are the stewards of your investment. We pro-actively monitor our results and discover new ways to optimize performance.
- We act in real-time, but our sights are on the long-term. We move quickly to ensure success, but understand that our relationship can flourish only by looking out for our partner's long-term interests, in some cases at the expense of our short-term goals.
- If we make a mistake, and from time to time we do, we take responsibility and do everything we can to fix it
- We accept responsibilities and obligations not deflect them
- We are accessible through all forms of communications
- We display a courteous, respectful and professional image at all times
- We practice thinking out of the box as a stimulus for creativity

Name Brand Recognition

Based on our marketing experience we have developed a platform that is designed to specifically promote Name Brand Recognition. We feel in today's marketing environment it is imperative in order to gain market share and retain it, your company's name brand has to be at the fore front. We call our approach RCE Marketing, Repetitive Consistent Exposure.

Exposure: We expose your product at all our outings and tournaments, along with the vast networking capabilities of Rezkil Fishing Adventures, www.rezkill.com. You can count on over twenty-five tournaments yearly along with boat shows and private functions. Whether by pictures, clothing, Internet, or other means we make it a point that your product be seen and noticed.

Repetition: We repeat this exposure over and over again at every opportunity available, thereby enhancing the noticeability of the brand, building greater consumer awareness

Consistent: We do this in a consistent and professional manner in order to uphold the integrity of the company and the name brand.

We have proven this to be a successful method of building greater consumer awareness. The marketing environment is changing and companies are looking to new and different venues where they can introduce their products. We feel the marine industry is the next great arena for product placement and building name brand recognition. Our platform is geared for success in this arena and your products and/or services will be positively served.

Commitments

We're taking the uncertainty and guesswork out of interactive marketing by offering guaranteed marketing solutions that measure success based on our ability to deliver the results you expect. Here are but a few commitments you can count on.

- **We fish more than twenty-five tournaments annually;** To enable our partners to reach targeted audience segments easily and efficiently
- **SKA Division Ten;** Largest Saltwater tournament series
- **Print Media Articles and Pictures:** We submit articles and pictures to all local and national print medias
- **Website;** Links, logos and banner ads will be added to our website
- **Boat show and Trade Show Appearances;** You can count on us to assist at all trade and boat shows along with event appearances. We are here to assist our partners in any way we can. We put a face behind our commitments
- **Fishing Outings;** We take our partners fishing for fun or promotional opportunities to help build brand name recognition
- **Rezkil Report:** A detailed field-test report we distribute to our partners on their products, depicting performance and recommendations. Very useful on new products
- **Photos and video of products in Action;** Quality photos along with video of products and fish.
- **Product Presentations;** Proper product placement along with a clean professional image is just part of what can be expected from us. We are dedicated to promoting our partner's products and services at all our outings
- **Product Development;** Assistance in developing new products or adapting present products for new markets
- **Image;** Our boat, tackle and image are always maintained to the highest standards to reflect our commitment to excellence.

Mission Statement

Our mission statement is simple; we are dedicated to a commitment to excellence in everything we aspire to do. We give one hundred percent of our knowledge and expertise to put us in the best possible position to achieve success. Whether at a tournament or an event, we bring a competitive spirit and winning attitude to the forefront. We do this in trying to win tournaments and in the responsibility to our partners in representing their products in a professional and respectful manner to better their name brand recognition