

The image shows two white sport fishing yachts on a blue ocean under a clear sky. A yellow helicopter with the registration N835AK is hovering between the two boats. The yachts have multiple fishing rods mounted on their decks and are equipped with various antennas and radar equipment. People are visible on the decks of both boats. The text 'SFC' is prominently displayed in large, bold, blue letters on the right side of the image.

# **SFC**

**SPORT FISHING CHAMPIONSHIP**

# MORE PEOPLE IN THE U.S. FISH THAN PLAY GOLF AND TENNIS COMBINED



**58M+**

PEOPLE FISHED



**26M+**

PLAYED GOLF



**24M+**

PLAYED TENNIS

**37%** OF ALL ANGLERS  
WERE FEMALE



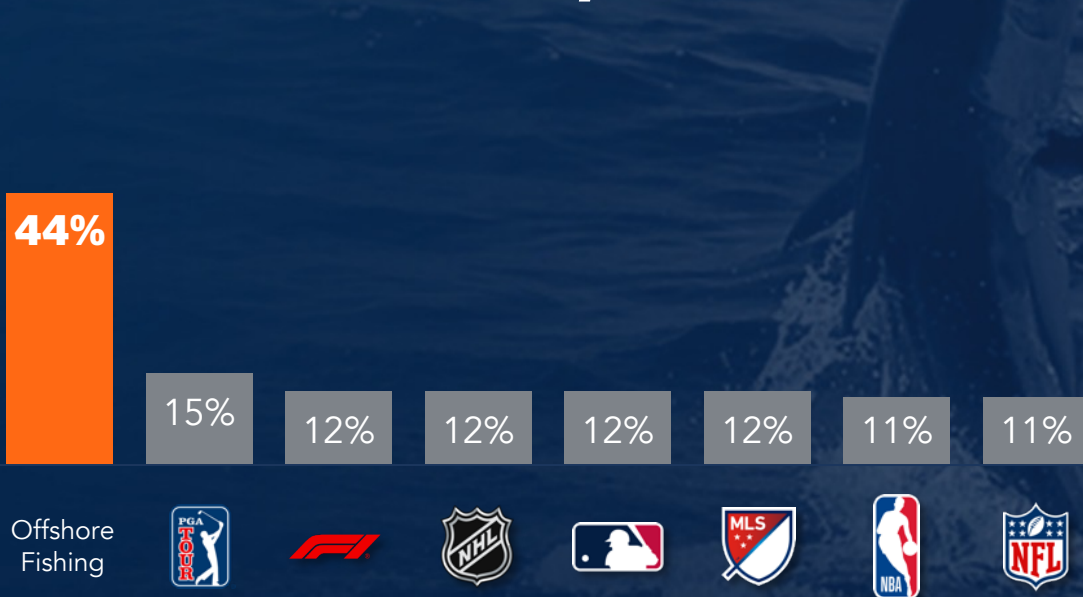
Source: Statista.com

**SFC**

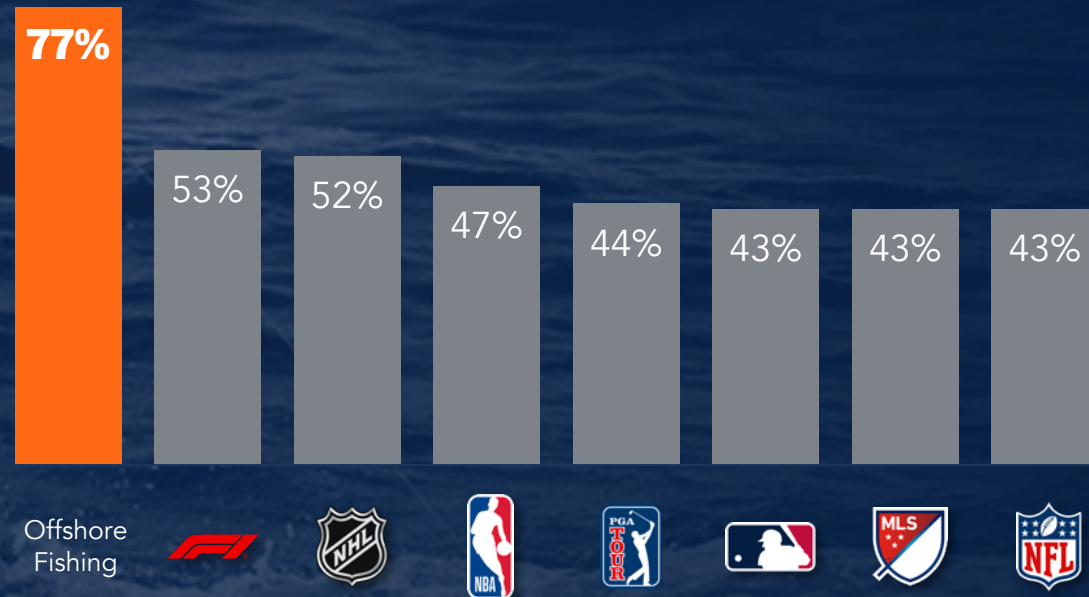


# FISHING'S EMERGING FAN BASE

## FANS WITH HOUSEHOLD INCOME \$150K+



## FANS AGE 25-44



Source: GWI and Wasserman Global Insights 2023 Custom Research. Margin of error +/- 6%.

# HISTORY OF SFC



**2021**

August 16, 2021, SFC was announced to the world and garnered the first-ever fishing cover story of the *Sports Business Journal*.



**2022**

SFC kicked off its first full season, setting the stage for the future of competitive saltwater fishing with over 50 hours of coverage on CBS Sports Network.



**2023**

SFC becomes the first sports league in the world to broadcast live from the most remote parts of the ocean utilizing the SpaceX LEO satellite system & Starlink.



**2024**

SFC announced the transition from an amateur open format to a professional closed format, featuring a 14 Angling Club structure with high-profile celebrity team owners.

**SFC**



# MEET OUR ANGLING CLUBS



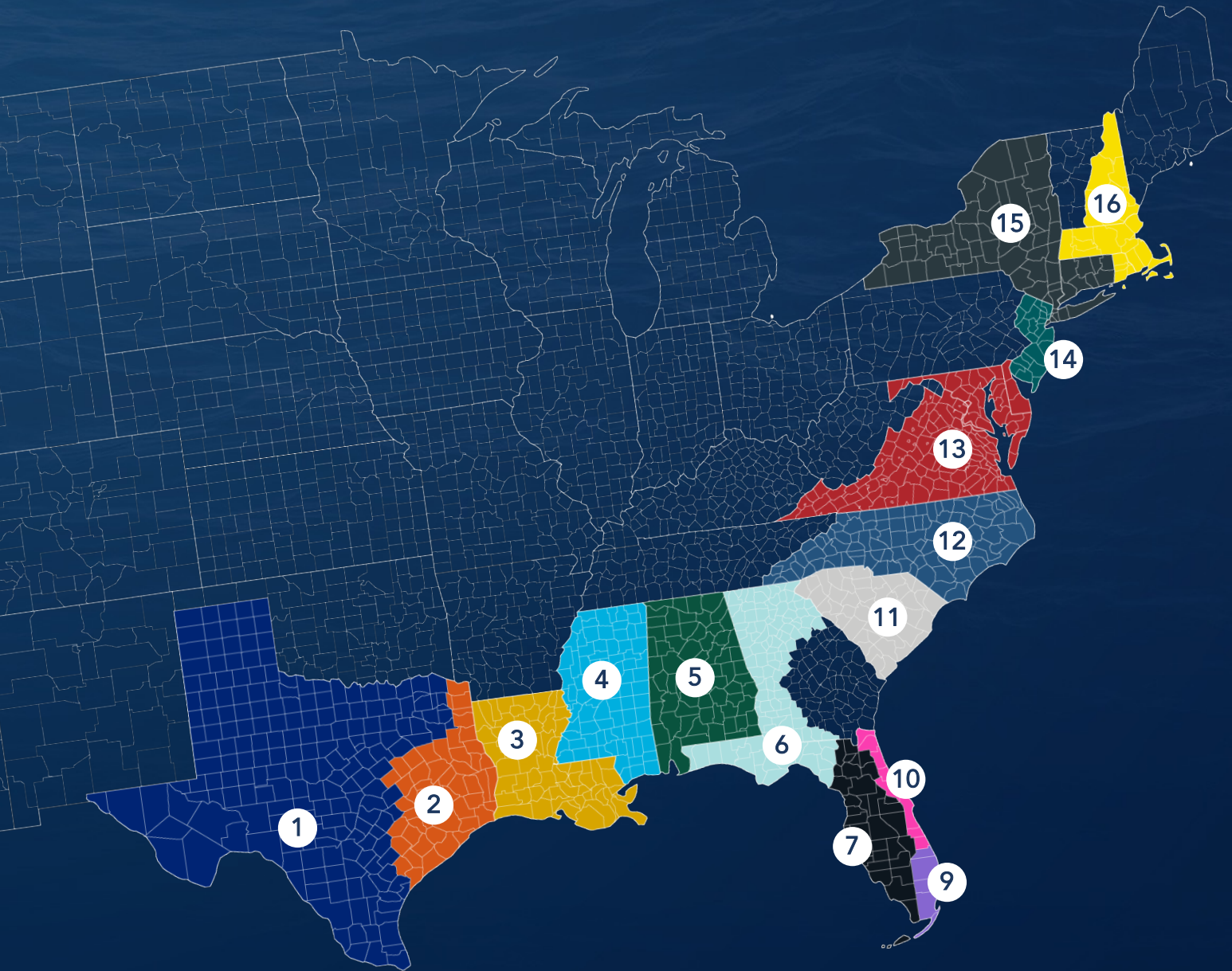
GULF DIVISION



ATLANTIC DIVISION



# REGIONAL FAN BASES



1	Texas Lone Stars AC
2	Third Coast Renegades AC
3	Louisiana Canyons AC
4	Mississippi Blues AC
5	Alabama Angling Club
6	Gulf Coast Cowboys AC
7	West Florida Black Flags AC
8	International Commodores AC
9	South Florida Sails AC
10	East Coast Remix AC
11	South Carolina Outcast AC
12	North Carolina Flare AC
13	Chesapeake Chessies AC
14	New Jersey Sea Birds AC
15	New York Granders AC
16	Lights Out Boston AC



# SFC LEAGUE CAP TABLE



**JOHN PHELAN**  
CHAIRMAN EMERITUS, MSD CAPITAL



**CARL ALLEN**  
CHAIRMAN, ALLEN EXPLORATION



**PHIL IVEY**  
11X WSOP CHAMPION



**NOAH SCHNAPP**  
ACTOR



**LARRY MILLER**  
CHAIRMAN, JORDAN BRAND



**VERNON DAVIS**  
SUPER BOWL CHAMPION, ACTOR, INVESTOR

## BACKED BY BUSINESS TITANS, CULTURAL ICONS AND ENTERTAINERS

Sport Fishing Championship has received support from some of the country's most notable sports business and media entrepreneurs, passionate about building the next powerhouse American sports league.

# NOTABLE HIGH-PROFILE TEAM OWNERS



**RAHEEM  
MOSTERT**

Pro Bowl NFL  
Running Back



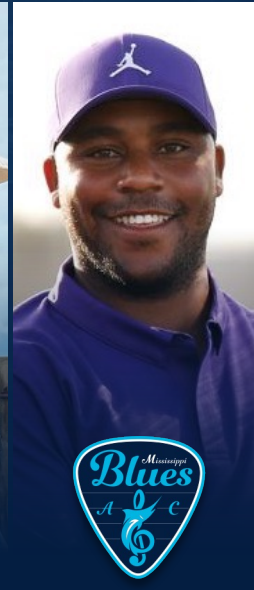
**SCOTTIE  
SCHEFFLER**

World No. 1 Golfer &  
Olympic Gold Medalist



**BRIAN  
KELLEY**

14X ACM Award  
Winning Country  
Music Star



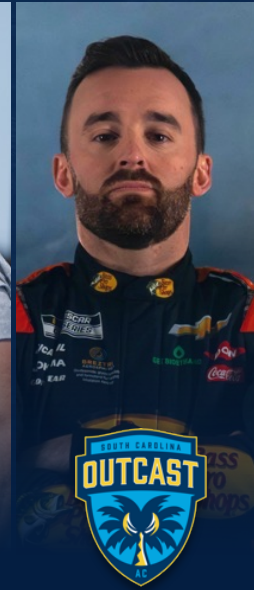
**HAROLD  
VARNER III**

American professional  
golfer PGA & LIV GOLF



**TALOR  
GOOCH**

'23 LIV Golf Individual  
Points Champion



**AUSTIN  
DILLON**

2X Nascar Series  
Champion & Daytona  
500 Winner



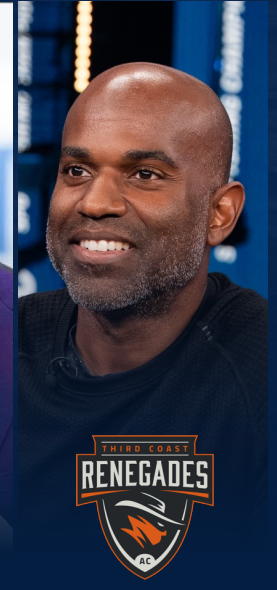
**RANDY  
MOSS**

6X Pro Bowl & 4X first-  
team All-Pro NFL Player



**JEFFERY  
SIMMONS**

3X NFL Pro Bowl  
& 2X All Pro  
Defensive Tackle



**TERRENCE  
MURPHY**

2X All American  
& Texas A&M All  
Purpose Yards Leader

CHAMPIONS OF THE PGA TOUR, LIV GOLF, NASCAR, NFL LEGENDS AND MUSIC SUPERSTARS.



# SFC CORPORATE SUPPORTERS

## CORPORATE CHAMPIONS

 NEWATER

ANETIK 

verizon 

CITIZEN

XTRATUF<sup>®</sup>

## COMMUNITY CHAMPIONS



## CORPORATE PARTNERS

Michelob  ULTRA



## INDUSTRY ALLIANCES



## LEAGUE SPONSORS



YACHTS360



OVER 35! SEE WEBSITE  
FOR ENTIRE LIST

# ***BREAKING DOWN BROADCAST REACH***

SFC delivers a fast-growing, highly retained ESPN audience with repeat viewers, strong regional concentration, and proven late-season momentum ideal for brand integration.

## ***GROWTH & MOMENTUM***

**+200% AUDIENCE  
GROWTH**

APRIL – JULY

**2.5 MILLION**

MINUTES WATCHED

## ***SEASON-TO-DATE***

**34 LIVE  
BROADCASTS**

ON ESPN/DISNEY+/HULU

**111K VIEWERS**

ACROSS 5 MONTHS



# WE'RE GENERATING A NEW ERA OF FANS

We connect fishing and sports enthusiasts across social platforms, fostering vibrant communities and driving meaningful engagement.

CURRENT REACH

## 2.9 MILLION

ORGANIC VIEWS

TOTAL REACH PER PLATFORM



861 K



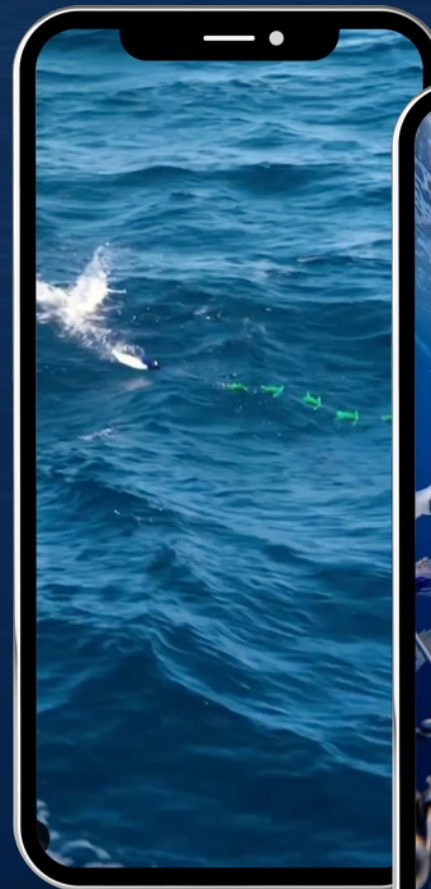
720 K



1.8 M

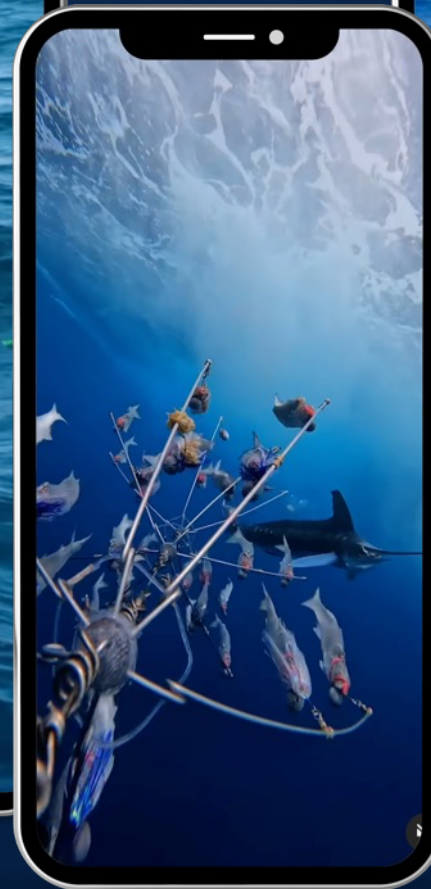


734 K



**2.1M VIEWS**

[CLICK HERE TO VIEW](#)



**3.5M VIEWS**

[CLICK HERE TO VIEW](#)



**4M+ VIEWS\***

[CLICK HERE TO VIEW](#)

**SFC**

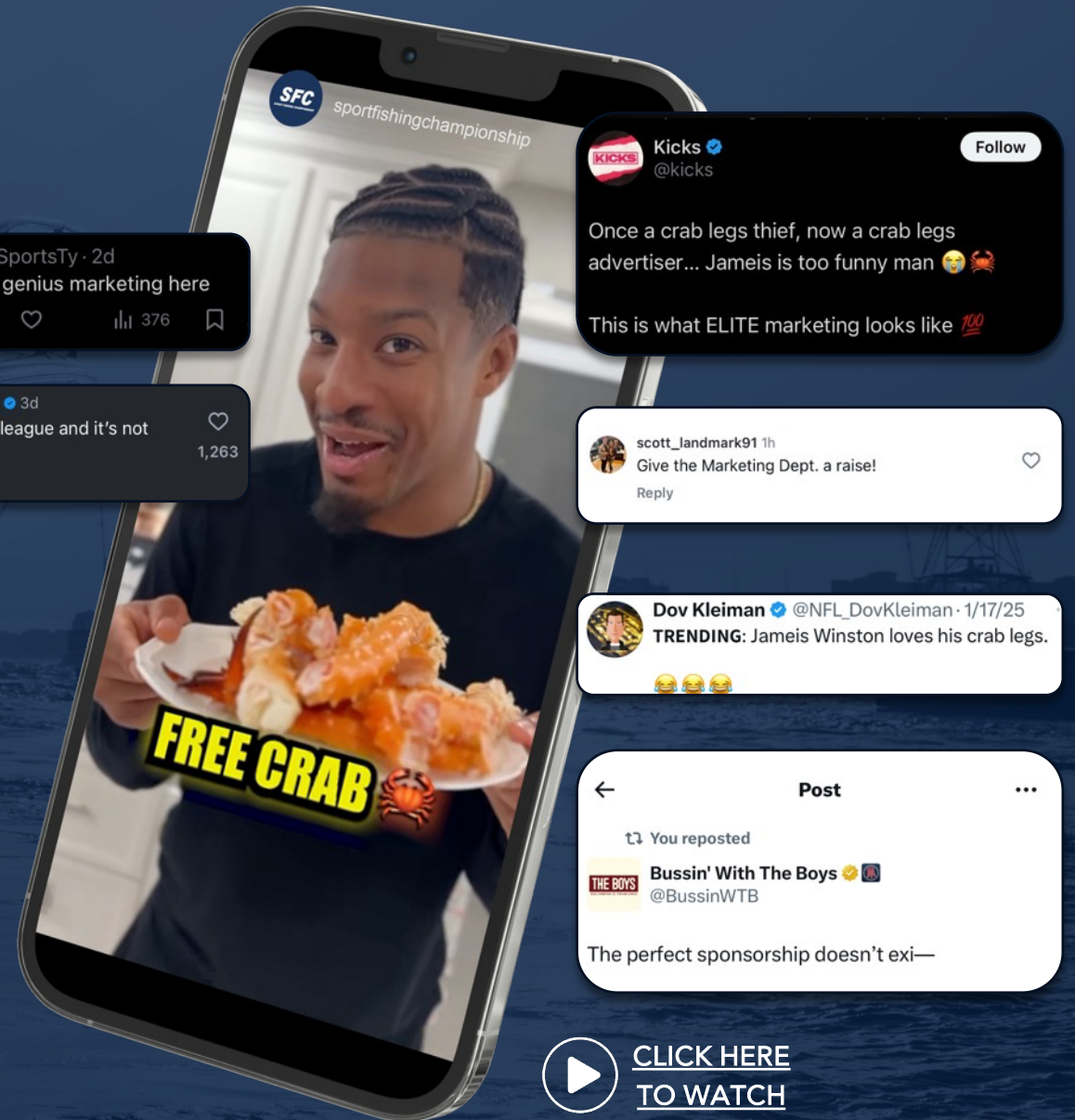


# STRATEGIC PARTNERSHIPS

SFC goes beyond traditional marketing by building powerful partnerships, both endemic and non-endemic, that drive brand growth. We create high-impact, authentic content that seamlessly connects your brand with athletes and engaged fans on and off the water. Through innovative collaborations, we amplify visibility, foster brand loyalty, and deliver real measurable results.

**JAMEIS WINSTON X FULTON FISH MARKET**

**4.5 MILLION**  
VIEWS







**SFC**



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