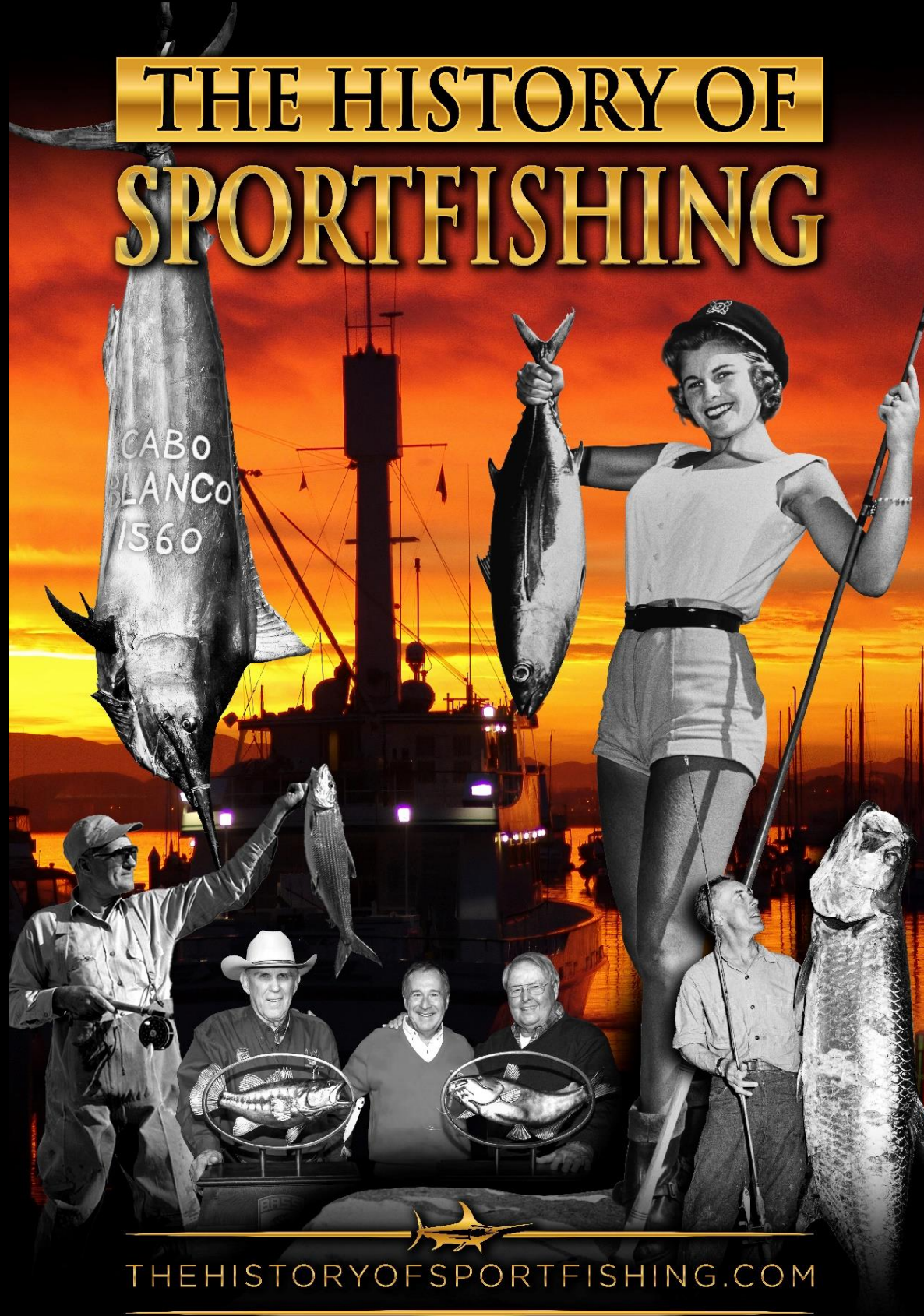


THE HISTORY OF SPORTFISHING



THEHISTORYOFSPORTFISHING.COM

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Title:

The History of Sportfishing

Format:

4K 11 episode documentary film series

Executive Producers:

Robert Lienau, Ingrid Poole, Paul Finie, & Bennett Talsky

Producer/Director:

Michael Fowlkes

Writers:

Michael Fowlkes, Tami Ebbets Hahn and Terry Battisti

Contact Information:

Big Game Fishing, LLC.

Michael Fowlkes, Managing Member

5 Castle Rock Way

Laguna Beach, California 92651

Cell: (949) 230 -8920

Email: insidesportfishing@mac.com

Website: www.thehistoryofsportfishing.com





THE HISTORY OF SPORTFISHING

A Multi-part Documentary Film Series

CONFIDENTIALITY NOTICE

This production deck and the information contained herein, is provided solely for the purpose of acquainting the reader with the feature-length motion picture documentary film series *The History of Sportfishing*. All materials contained herein are ©2022, Big Game Fishing, LLC. By accepting this document, the recipient agrees not to reproduce, publish or further distribute it without the express written consent of an officer of Big Game Fishing, LLC.

AN INVITATION TO PARTICIPATE

The History of Sportfishing is well into production with nine chapters of offline edits completed to date. We are in development on the final chapter covering Conservation as the future of the sport. If our in-depth content aligns with your organization's message or your company's marketing plans, there are select customized corporate sponsorship opportunities now available. There are also a few remaining personal ownership investment opportunities.

Please enjoy this introduction to our project and use the information provided on the contact page to reach a Company representative for more details on how you can be a part of this exciting series.



PROJECT INTRODUCTION

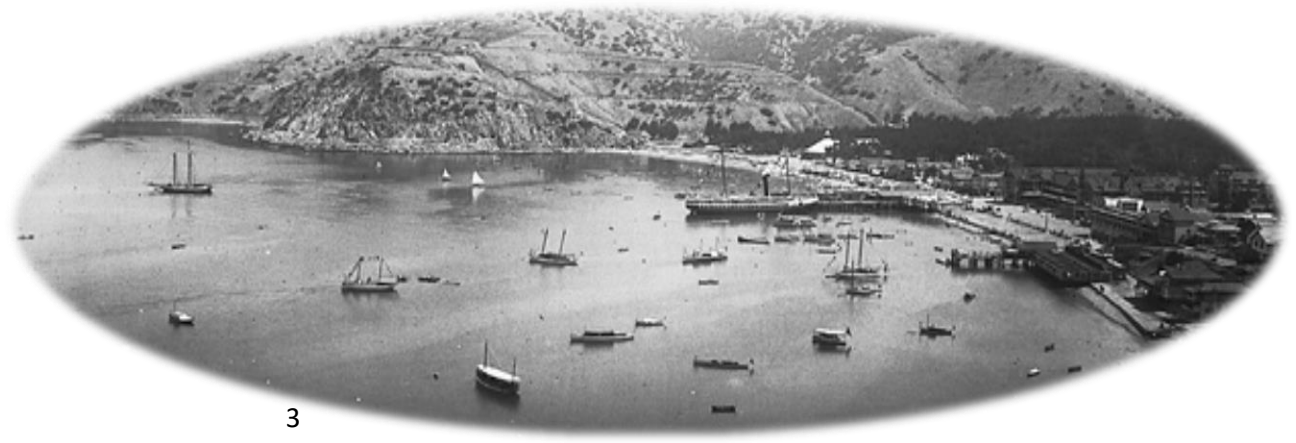
Man has fished since the beginning of time. Through the ages, creative men and women have transformed what was once an act of survival into a passion that inspires anglers the world over. Through determination and ingenuity, pioneering individuals drove the sport forward, creating new tackle, techniques, and equipment. Each development brought new possibilities, *and new challenges*. Along the way, they also learned that we must be stewards of that which sustains us.

The History of Sportfishing is a multi-part film series that will be the most comprehensive film ever produced on the history of the sport. The story is told in an historical documentary format, with the overarching theme being a celebration of Sportfishing and the unique developments, individuals and industry leaders that have made it what it is today. The film also focuses on our growing understanding of the angler's role in utilizing responsible conservation practices and assuming stewardship for the future of our fisheries.

This film represents a unique collaboration of resources and talent. It being written, produced and supported by a team of men and women who love to fish. Executive Producer, Michael Fowlkes is in an ideal position to lead this project to success. His concept for this work began with a passion for history, a gift for storytelling, and a personal collection of over 40 hours of rare vintage fishing films that he knew must be preserved or they would be lost forever. A lifelong fisherman himself, he has produced fishing shows for over 3 decades and delivered a number of ACE award winning specials. In 1989, he created the *Inside Sportfishing* series which became the highest-rated, longest-running fishing show in the history of Fox Sports West. On-air for 27 consecutive years, the series is now streaming nationally on Amazon Prime. It was recognized with 27 International Telly Awards for broadcast excellence, as well as being voted Best Fishing Show of the Year by the Outdoor Writers Association of America.

Thanks to his decades spent building collaboration within the sportfishing industry, this project is strengthened by unparalleled depth of content. Each of the projects team members and supporters understands the value of preserving and celebrating the history of our sport, as well as the importance of what must be done to ensure its future. Leaders from international business magnates, to museum directors, to local fishing Captains and guides are offering their expertise and resources in support of the project. Each brings unique resources to the table, and each share in the common goal of ensuring this story is told in the most compelling and engaging way possible.

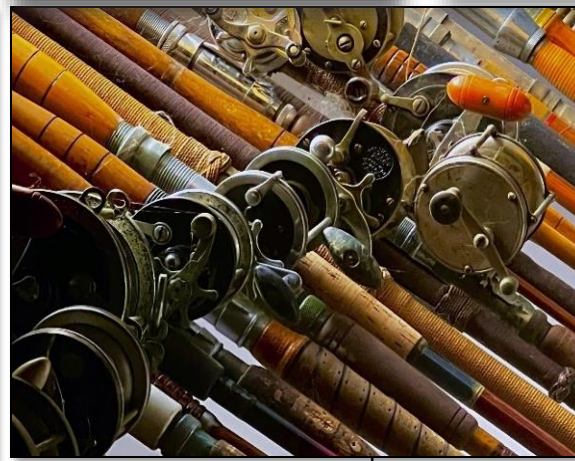
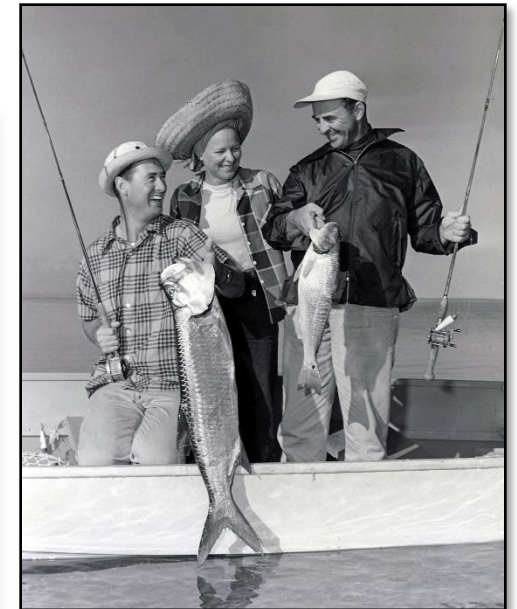
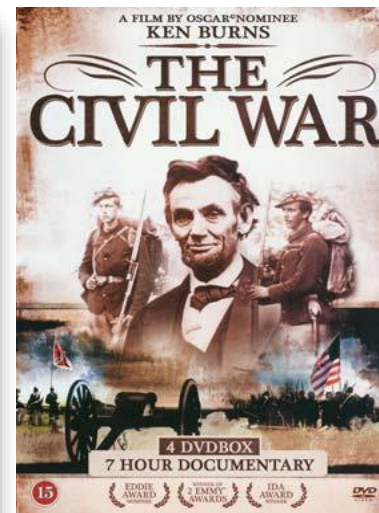
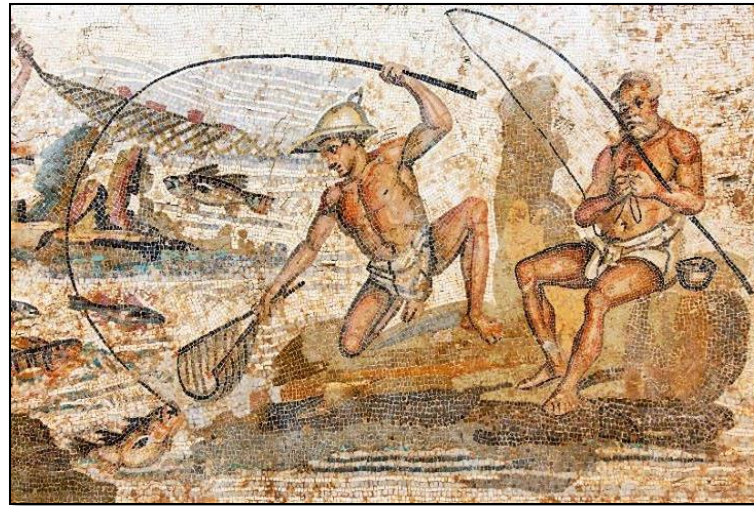
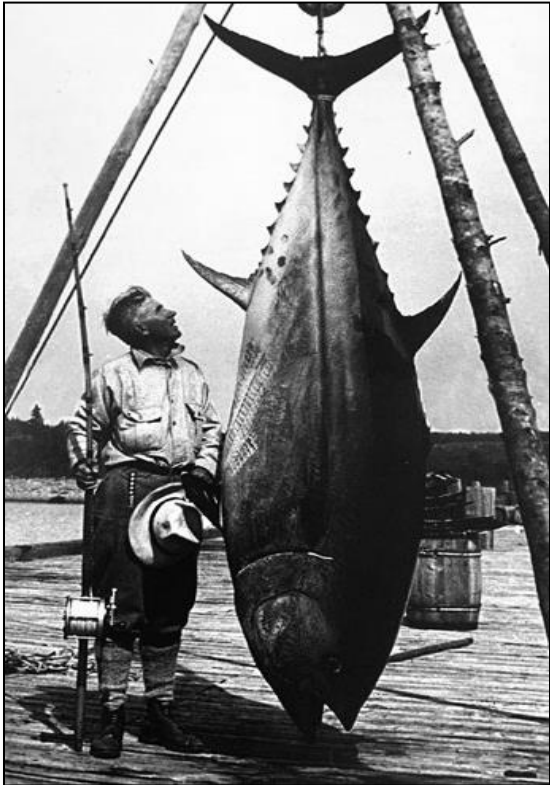
The History of Sportfishing is currently working in partnership with The International Game Fish Association, the American Sportfishing Association, Orvis, Trout Unlimited, B.A.S.S., Scientific Anglers, Bill Dance Outdoors, AFTCO, The American Museum of Fly Fishing, The Bonefish & Tarpon Trust, The Offield Center for Billfish Studies, The Catalina Island Museum and many other industry leaders. This unprecedented collaborative effort is helping the project exceed all original expectations in both depth and scope, and expanding the film's audience and market share exponentially.



PROJECT PROFILE

Logline-This is the story of the men and women behind how fishing evolved from an act of survival into one of the most popular sports in the world.

Think- *On Any Sunday* meets Ken Burns.





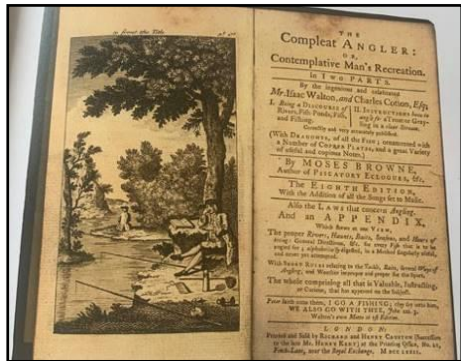
FILM SYNOPSIS

The History of Sportfishing takes the audience on an intriguing journey through the sport's origins, explores periods of rapid research and development, features key figures in its history, and highlights the lessons learned from both successes and failures along the way.

The series examines a broad range of topics and species of gamefish and delves into periods of explosive growth in disciplines like offshore big game fishing, bass fishing, fresh and salt water fly fishing, and tournament competition.

It illuminates the current state of our fisheries, identifies the role of the individual angler in protecting them, and looks ahead with scientists and industry leaders to the tough choices that are being made to ensure the future of our sport.

Told in a series of interwoven chapters, each highlights a significant period of growth within the sport. The narrative is brought to life through integrated use of vintage and modern photographs, archival film footage, interviews and spectacular 4K contemporary action. Together, these elements weave a magnificent visual tapestry covering the history of Sportfishing to a depth and scope never before achieved.



THE MOST COMPREHENSIVE SERIES OF ITS KIND PRODUCED SPECIFICALLY FOR THIS MARKET SHARE.



TARGET MARKET: LICENSED ANGLERS

Total Available Market – Global (TAM)

250 million Licensed Anglers, worldwide

Segmented Addressable Market - United States (SAM)

46 million Licensed Anglers, U.S.

Share of the Market (SOM)

3% of licensed anglers worldwide = 7.5 million Anglers

Conversion Rate \$4.95

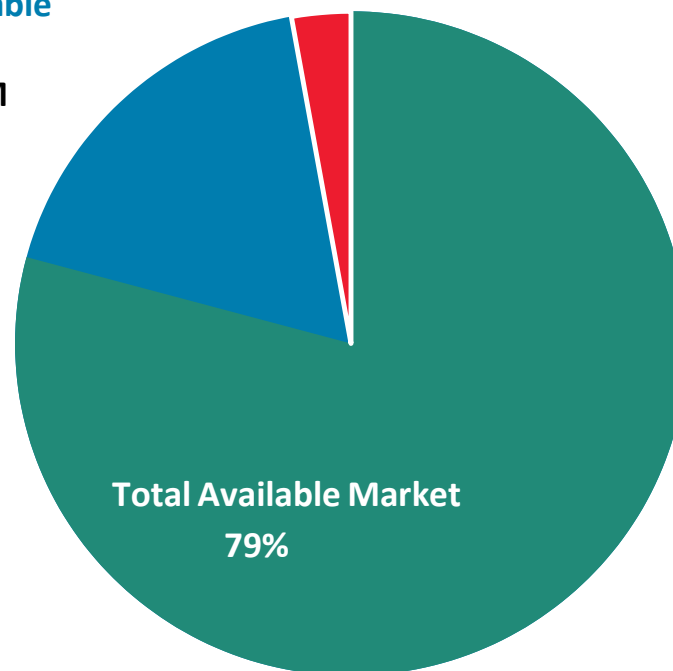
3% of SAM – Over 3 Years \$37.1 Million Gross

1% of SAM – Over 3 Years \$12.3 Million Gross

- The conservative estimates above could translate to a \$37.1 million gross if only 3% of anglers see the series.
- Increase the conservative estimate to 1 in 10 anglers and the series stands to gross over \$111 million dollars.

Share of the Market
3% SOM

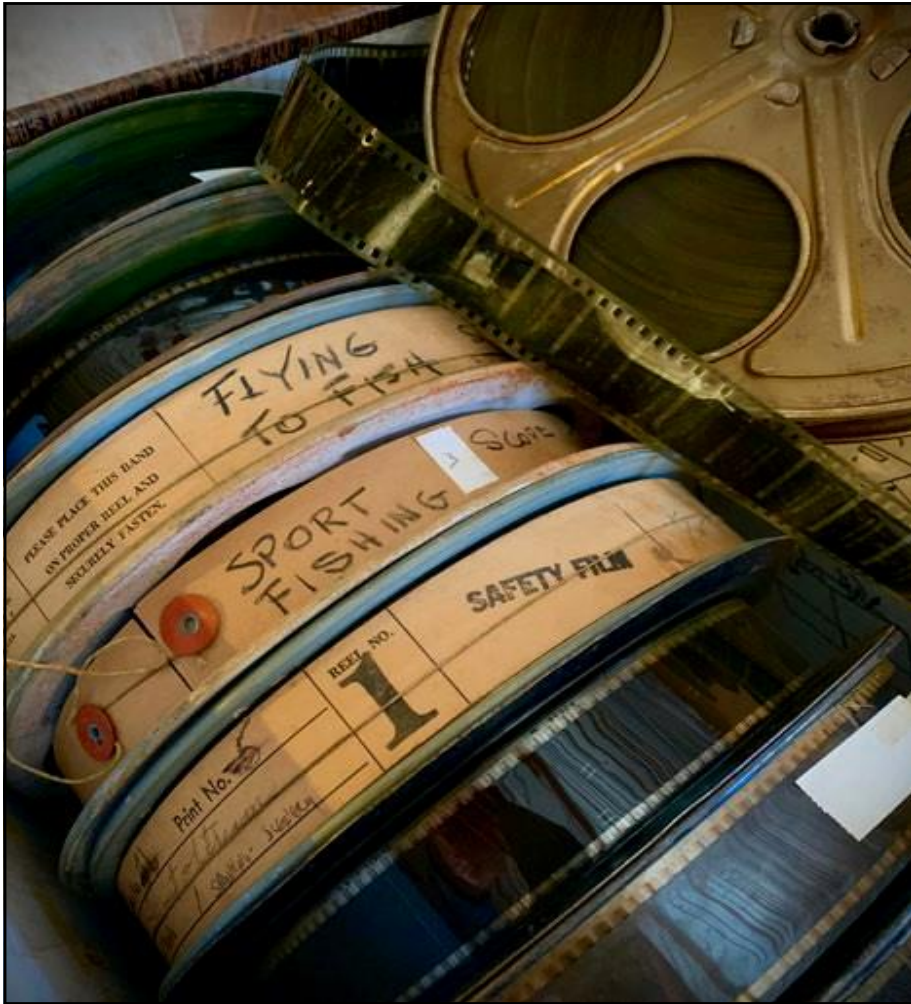
Segmented
Addressable
Market
18% SAM



The History of Sportfishing could easily become The Endless Summer of the sport.

THE FILM'S HEART & SOUL

One of the most valuable assets for the production of this project is the vault of over 40,000 feet of historical fishing films the Company has secured over the past three decades. The private collection of 8mm, 16mm, and 35mm reels of raw fishing footage, some of which dates back over a hundred years, represent the very heart and soul of *The History of Sportfishing*.



The Company ran tests with several providers that specialize in film restoration and transfers. The best of these technologies utilizes a process known as liquid gate transfers or wet gate scanning which has been the industry standard for years when dealing with motion picture film stocks.

The firm chosen to entrust these rare films to is an established leader in the industry, **DC Creative** based in Burbank, California. They offer an exclusive and proprietary frame by frame scanning process utilizing patented Reflex Technologies film scanners.

The digital restoration workflow developed by DC Creative has set the new gold standard for high resolution motion picture scanning. Specializing in cleaning, scanning and restoring aged, shrunken, and brittle film previously thought to be unscannable, obsolete, or worse yet, extinct. This is achieved by using a combination of cutting-edge hardware and software, not available anywhere else.

The full-frame CCD image sensor produces stunning 16-bit images at 5K+ resolutions. During the scanning process, audio soundtracks are optically captured to create 24-bit, 96kHz WAV or AIFF files.



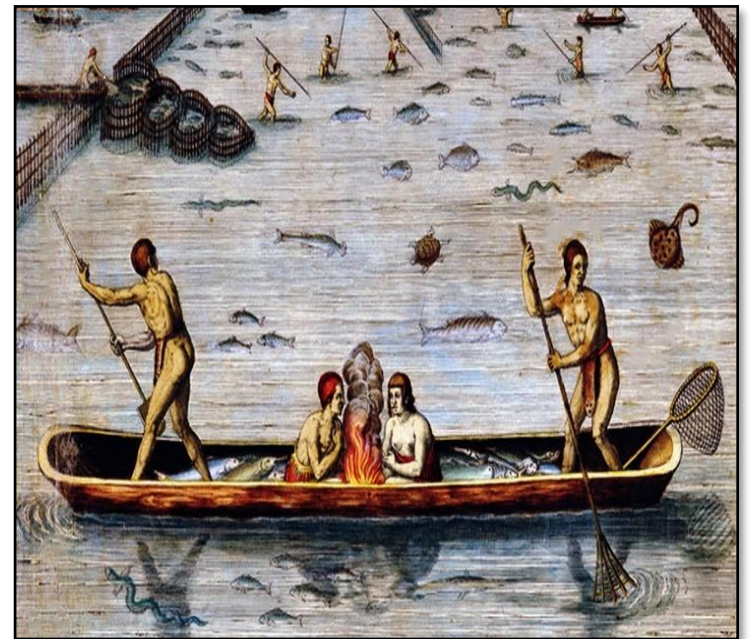
The History of Sportfishing has already restored and digitized over 40 hours of historic films from the past century. The Company is not only utilizing this rare footage to help tell the story, but in doing so, has preserved this irreplaceable record of the history of Sportfishing for generations to come, with copies being made for donation to the International Game Fish Association E.K. Harry Library and The Catalina Island Museum.



The History of Sportfishing

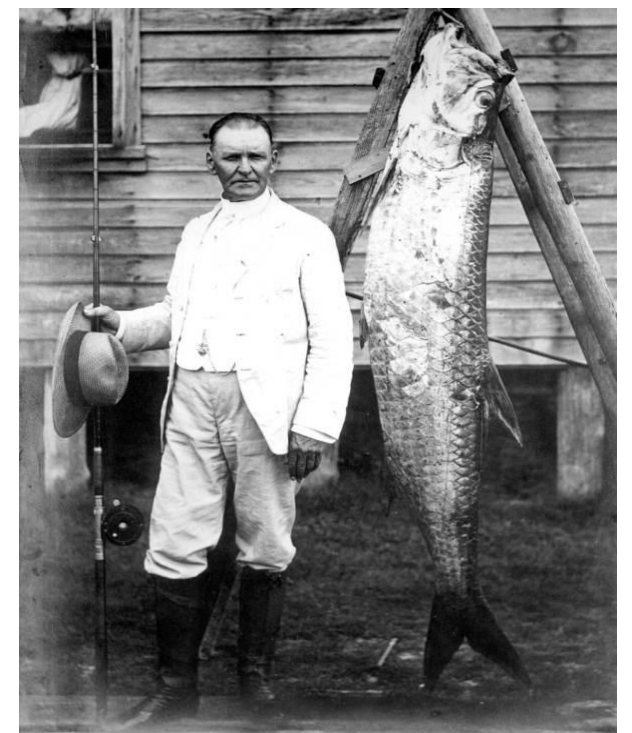
CHAPTER ONE: *THE WATER CALLS MY NAME*

A look back into the earliest known recorded history of fishing, from the far East to ancient Egypt, Great Britain, and the shores of the American colonies.



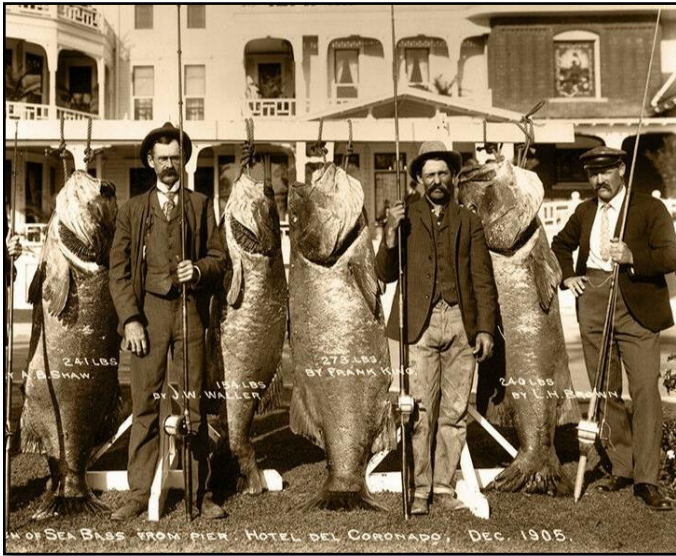
CHAPTER TWO: SURVIVAL TO SPORT, THE BIRTH OF BIG GAME FISHING

English settlers in the colonies brought over time-honored traditions of fly fishing for small game like trout, but in the 1800s, fishing as a sport made a major surge forward when pioneering individuals in Florida and California set out to develop the tackle and techniques necessary to take big game fish in offshore waters.



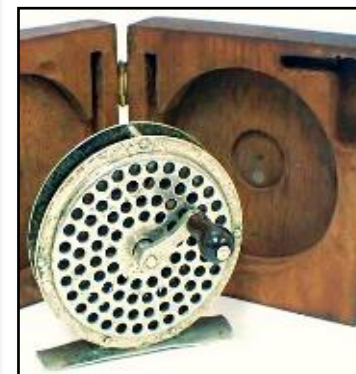
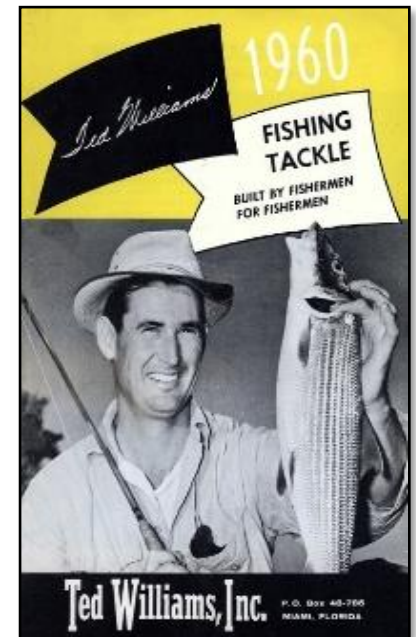
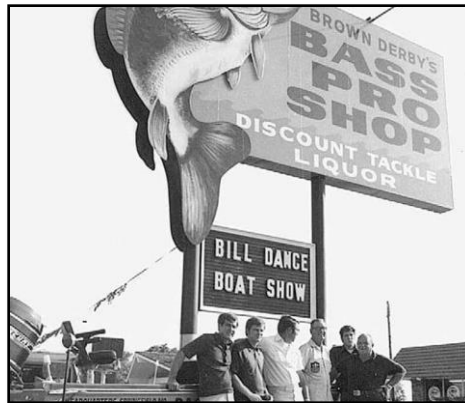
CHAPTER THREE: IN SEARCH OF GIANTS

As the evolution of tackle caught up with the challenges presented by pursuing larger and larger quarry, courageous men like Zane Grey, Tommy Gifford and Bill Poole set out across open waters on long range expeditions in search of big game fish. Stories of their adventures became the stuff of legends, and their successes inspired generations of anglers in the decades to follow.



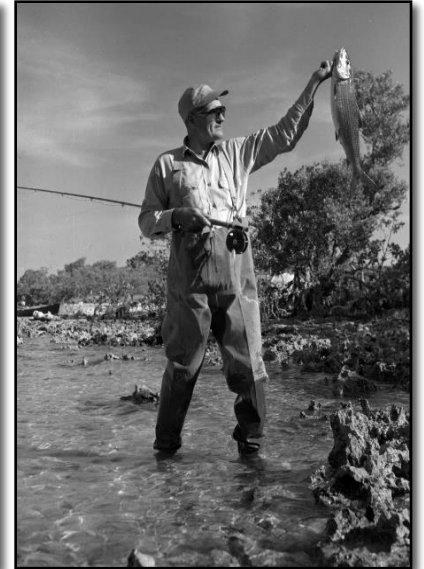
CHAPTER FOUR: AMERICAN INGENUITY

Creative minds transformed what was once a simple act of subsistence into an art form. They used their passion and ingenuity to drive the sport forward. They learned from their triumphs and mistakes, building new gear and new companies to share their discoveries with the world. The early to mid-twentieth century saw a rapidly expanding fan base for sportfishing, thanks to seemingly endless innovations in everything from terminal tackle, to rods, reels, line and electronics.



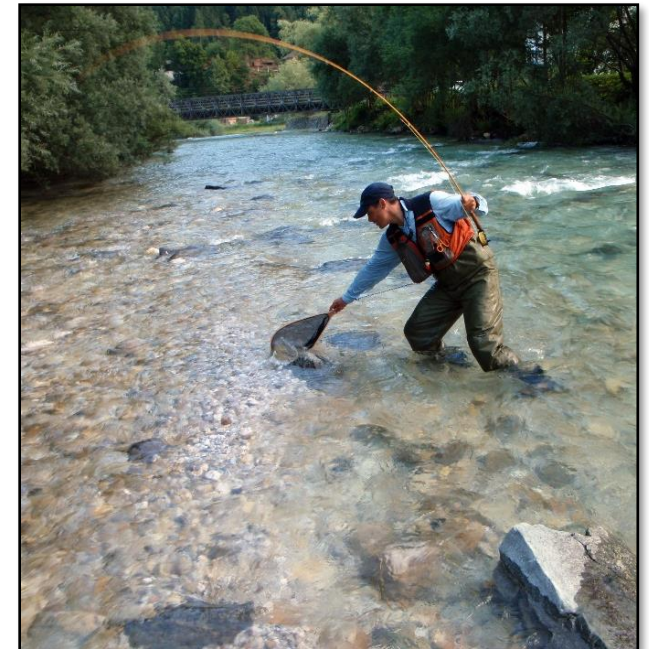
CHAPTER FIVE: *PUSHING THE LIMITS*

Across the globe, the growth in the sport continued, bringing with it once-unimagined advances in boat design and construction, power plants, communications, sophisticated side scanning sonar, thermal imaging and much more. Anglers share in a passion fueled by the spirit of the sport. It embodies the very essence of sportfishing and forms a bond that transcends time and distance. Throughout the ages, wherever the challenge, and whatever the species, extraordinary moments occur when fishing that few other sports offer. The exhilaration experienced during the presentation of a bait, leading to the bite, and the ensuing battle, are unique to each angler, and when they happen, everything else becomes secondary.



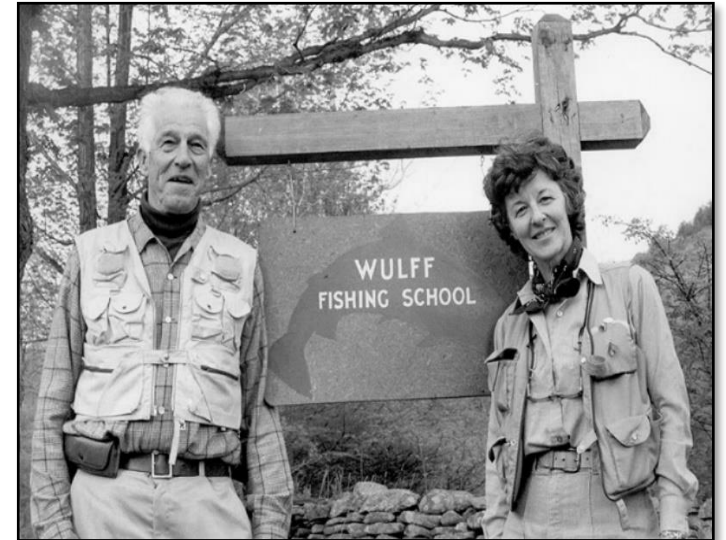
CHAPTER SIX: *THE ART OF THE FLY*

Use the words “fishing” and “art” in the same sentence, and one might picture a pristine stream with a wading angler gracefully swinging a fly rod in the morning mist. Fly fishing is one of the oldest recorded forms of fishing. It came to the colonies from Great Britain in the 1700s, but its practice today would be almost unrecognizable to those early pioneers. Today’s freshwater fly angler has the best of both worlds...centuries old traditions and all of the advantages of modern rod, reel and line technology. Often called the purist form of the sport, it is also one of the fastest growing of all fishing disciplines.



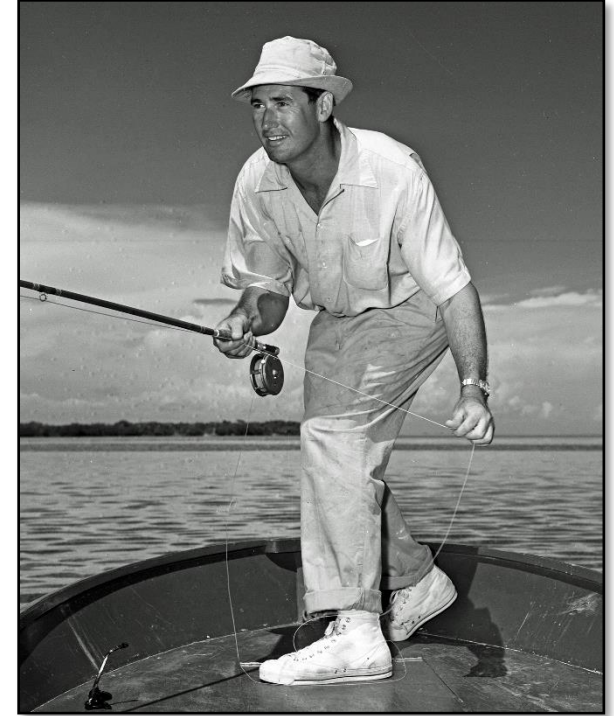
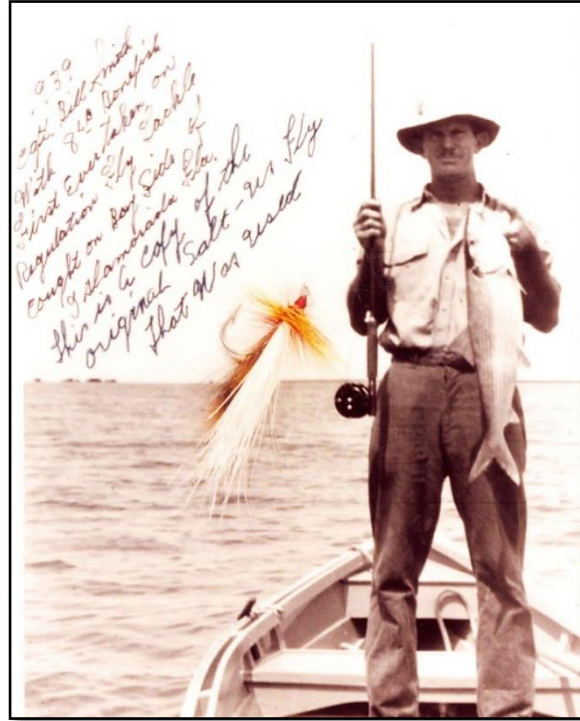
CHAPTER SEVEN: *THE ARTISANS OF THE FLY*

Fly fishing began as a sport of kings and aristocrats. Costly equipment and the rarity of leisure time prior to the industrial revolution kept it that way for centuries, until a determined group of men and women brought fly fishing into the mainstream of European and American culture. In sportfishing, few things are more beautiful and productive than a well-designed fly. The individuals who create them, and those who teach others how to use them, are an essential part of the history of fly fishing. If the discipline of fly fishing can be described as an *art form*, then these pioneering individuals are truly, *The Artisans of the Fly*.



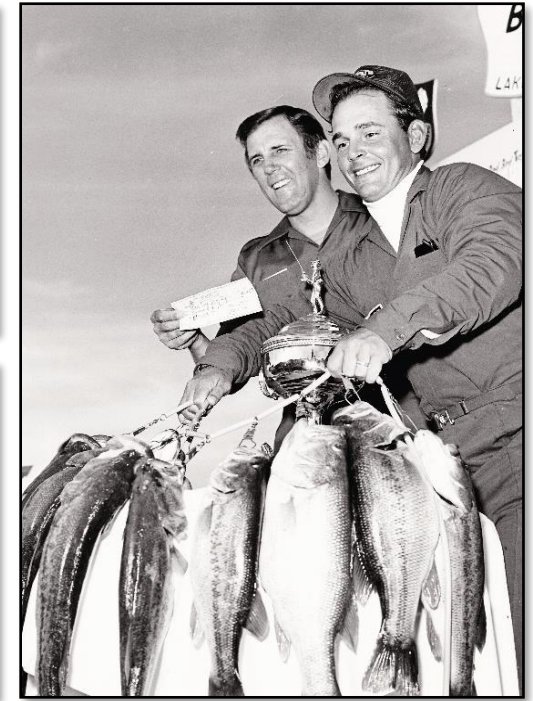
CHAPTER EIGHT: SALT WATER FLY FISHING

The earliest recorded evidence of anglers attempting to fly fish in salt waters dates back to the mid-1600s, but fishermen soon found that rudimentary fly tackle could not stand up to the harsh conditions and strength of big gamefish. Little more was heard about it until the early 1950s, when a small group of innovative men and women in South Florida started a trend that is now practiced in salt waters around the globe.



CHAPTER NINE: BASS - THE GAMEST FISH THAT SWIMS

Bass are one of the most prolific game fish in U.S. waters and are also found throughout Europe, Asia, South & Central America and Africa. Always a popular food source, they were not considered a highly sought-after *sport* fish until the mid-20th century, when advances in modern spinning and baitcasting reels, monofilament line, and artificial lures would bring bass fishing to legions of new fans. A 2018 American Sportfishing Association survey found over 50% of regular freshwater anglers prefer to fish for bass, and in 2020, bass fishing contributed more than \$115 billion dollars to the U.S. economy.



CHAPTER TEN: THE COMPETITIVE EDGE

Some of the earliest recorded fishing competitions took place in late 1800s with anglers from local clubs competing to win buttons for capturing fish of record sizes. With the founding of The International Game Fish Association in 1939, that competitive spirit rapidly spread as anglers sought to have their names entered in the books as official world record holders. Initially, they earned modest trophies or merchandise prizes for their efforts. Today, competitive prize money can be in the millions for a single tournament. With an estimated 40,000-plus tournaments annually, there is plenty of healthy competition to go around.



CHAPTER ELEVEN: CONSERVATION AND CHILDREN, THE FUTURE OF SPORTFISHING

Today, sportfishing is enjoyed by millions of individuals around the globe. With this popularity, comes great responsibility. Fisheries are seeing unprecedented pressure worldwide, the majority of which can be directly attributed to massive commercial operations and environmental challenges. Recreational fishermen, local guides and industry leaders were some of the first to recognize these issues, and they remain at the forefront of those seeking solutions. The key to successful management of aquatic ecosystems must center on science and education, especially of youth. It is only by teaching children to be stewards of the history, resources, and the valuable life-lessons found at the end of a fishing line, that we can ensure the future of the sport, and of the planet itself.





FORTUNE 500 RANKING

Recreational fishing is a vibrant part of America’s outdoor tradition, promoting wellness, fostering bonding with family and friends, and forging deep connections with nature. It is also big business. If sportfishing were a corporation, the amount spent by anglers to support fishing and related activities would rank it number 51 on the Fortune 500 list.

The Total Available Market Share (TAM) for *The History of Sportfishing* globally is in excess of 250 million licensed anglers.

Domestically over 46 million American adults purchase fishing licenses annually. The U.S. Department of the Interior announced in its most recent report by the U.S. Fish and Wildlife Service that 101.6 million Americans—40 percent of the U.S. population 16 years old and older—participated in wildlife-related activities such as hunting, fishing, and wildlife-watching. These activities are drivers behind an economic powerhouse, where participants spent \$156 billion—the most in the last 25 years, adjusted for inflation.

Every year more people fish than play golf, tennis, ski and surf combined. It’s the single largest outdoor participatory sport in the world.

Fishermen have always been passionate about their sport, and those trends are not slowing down. In the United States 46,132,782 million individuals purchased fishing licenses in 2017. Nearly 2.3 million more Americans fished in 2021 than did in 2019.

When they can’t be fishing, research shows anglers readily participate vicariously by watching it on television. Studies indicate over 90% of all anglers watch a variety of fishing programming on television.

Fishing is not just part of the American culture; it is an international sport, making the project’s potential market share truly global.

The information in the report is from the most recent U.S. Fish and Wildlife Services’ National Survey of Fishing, Hunting and Wildlife-Associated Recreation, conducted in conjunction with the U.S. Census Bureau. The study uses mapping and population software to hone in on geographic

areas in a way that is particularly relevant to members of the U.S. House of Representatives and scribe the economic contributions for the respective state economies from anglers who live within each congressional district



THE INDUSTRY

In the mid-2000's, improvements to data speeds and lower broadband costs led to an explosion of first-generation Over The Top (OTT) direct video streaming services which completely revolutionized the market.

THE MARKET

The emerging strategy of making films produced for specifically targeted audience genres has proven to be a financially profitable choice. Revenue for the video streaming industry reached **\$72.2 billion in 2021** and is projected to reach **\$115 billion by 2026, and over \$300 billion by 2030**.

Today, Netflix, Amazon Prime, Disney+, Funimation, Hulu, HBO Max, Peacock, Crunchyroll, Paramount+ and Apple TV+ lead the domestic market. A staggering 85% of U.S. households have at least one video streaming subscription, and many have two or more.

Exponential growth in the market share means streaming services are demanding more diverse and original programming than ever before.

Nielsen reporting has shown fishing-related content has seen an unprecedented increase in that market share over the past decade. In 2019, the Outdoor Channel's growth rate success was specifically identified as being driven by its fishing programs, which delivered 29% more viewers on average versus a non-fishing program.

When the charter-fishing centered program *VooDoo Crew* launched on the Outdoor Channel in May of 2019, it reached more than 1.1 million households *in just 30 days*, making it cable's number one salt water fishing show during its premiere month. ***That was for a program that focuses on one single discipline within the broad sport of fishing. Imagine if you will, the potential reach of a series which honors and celebrates the very best of the sport as a whole.***

DISTRIBUTION STRATEGY

The motion picture and video streaming industries are highly competitive with a significant portion of any projects success relating to the uniqueness and quality of the production along with the skills of its marketing team and strategy. James Packer III, President of Worldwide Television and Digital Distribution for Lionsgate Films along with David Courtice, Founder and President of DC Creative, are both being consulted on sales and placement of the project. With over 3 decades of film distribution experience between them, the Company will maximize capitalization on all levels via video on demand (VOD), including subscription (SVOD) and advertising (AVOD). These strategies maximize the Company's bargaining power and may exponentially increase profits for the series.

THE COMPANY

Michael Fowlkes Productions Inc., a California S Corporation, was established in July 1976 to produce original, high quality and profitable budget-conscious theatrical motion picture and television programming. Michael Fowlkes has served as President and CEO since the Company's inception. On February 19, 2021, a new California Limited Liability Company, Big-Game Fishing, LLC was created to produce *The History of Sportfishing*.

Advantage

Having partnered with the largest and most influential fishing organizations in the world, the Company will be able to market from within this vast data base.

The Script

The script is an essential element towards organizing and shaping a film's story and structure. It is the very foundation of the film, the blueprint upon which every character, every shot, and every music cue resonates from. In producing a successful historical documentary, the story must be allowed to develop from within the existing content of available archive media. *The History of Sportfishing* has evolved from securing a huge reservoir of original historical source materials and incorporating them into a carefully crafted documentary script.

MANAGEMENT

Michael Fowlkes

Writer/Producer/Director

Executive Producer, writer and director of the critically acclaimed Fox Sports/Prime Video award-winning television series, *Inside Sportfishing*, Michael has been in film and television production since graduating Orange Coast College Film School in 1976. Michael went on to produce original programming for National Geographic, Showtime, The Movie Channel, Disney, Discovery, Paramount Pictures and ABC Sports, delivering a number of ACE Award-winning specials featuring Super Bowl winning Coach Pete Carroll, the National Football League's MVP LaDainian Tomlinson, and comedians Howie Mandel and Leo Gallagher.

In 1989, Michael secured the Ford Motor Company and Shimano America as title sponsors and created the new television series *Inside Sportfishing*, which became the longest-running, highest-rated fishing show in the history of Fox Sports. On-air for 27 consecutive years, the series is now streaming on Amazon Prime.

<https://www.amazon.com/v/insidesportfishing> .

Michael's unique story-telling abilities transported audiences to locations around the world and made *Inside Sportfishing* into one of the most watched and iconic fishing show in history. The series has been recognized with 27 International Telly Awards for broadcast excellence, as well being awarded Best Fishing Show of the Year by the Outdoor Writers Association of America. He earned his Professorship in Communications from the State of California, has fished his entire life, grew-up working the sport boats, is a United States Coast Guard Licensed Captain, and an Amazon #1 Best Selling author for his thrillers *Perfect Bait* and *The Spa*.



Tami Ebbets Hahn
Archivist/Researcher/Writer

Tami Ebbets Hahn grew up fishing the waters of south Florida. She is the foremost authority on the life and work of her father, famed American photographer and lifelong fisherman, Charles C. Ebbets. Mr. Ebbets authored a remarkable collection of images during his 50+ year career as a professional photographer, including the iconic “Men On A Beam” photograph of eleven ironworkers at Rockefeller Center taken during the Great Depression in 1932.

As founder and curator of the Ebbets Estate Photographic Archives, and President of Ebbets Photo-Graphics, LLC, Tami has spent the past eighteen years researching, cataloging and licensing more than 20,000 historic images from the collection to



companies like The New York Times, Pearson-Longman Publishing, Tradesmen International, Bonnier Publishing and many others. She has now brought their vast collection of vintage fishing photography to this project, giving the Company an unprecedented collection of extraordinary professional images to draw from in presenting content.

Charlie Ebbets spent his entire life as a part of both the freshwater and saltwater fishing communities across the U.S. As a pioneer of Florida’s salt water fly fishing boom, he counted many of the sport’s founders among his friends, including icons such as Joe Brooks, Ted Williams, Curt Gowdy, Al Pfleuger, “Bonefish Bonnie” & Al Smith and Captain Tommy Gifford. He founded and led the City of Miami Publicity Department for nearly two decades and also served on the Board of Directors of the famed Miami Metropolitan Fishing Tournament for 16 years. His fishing-related photographs include legends of the sport, television and film celebrities, international dignitaries, and 4 U.S. Presidents. Many of these images have never before been published and offer a rare glimpse into the growth of Sportfishing from the 1930s-1970s.

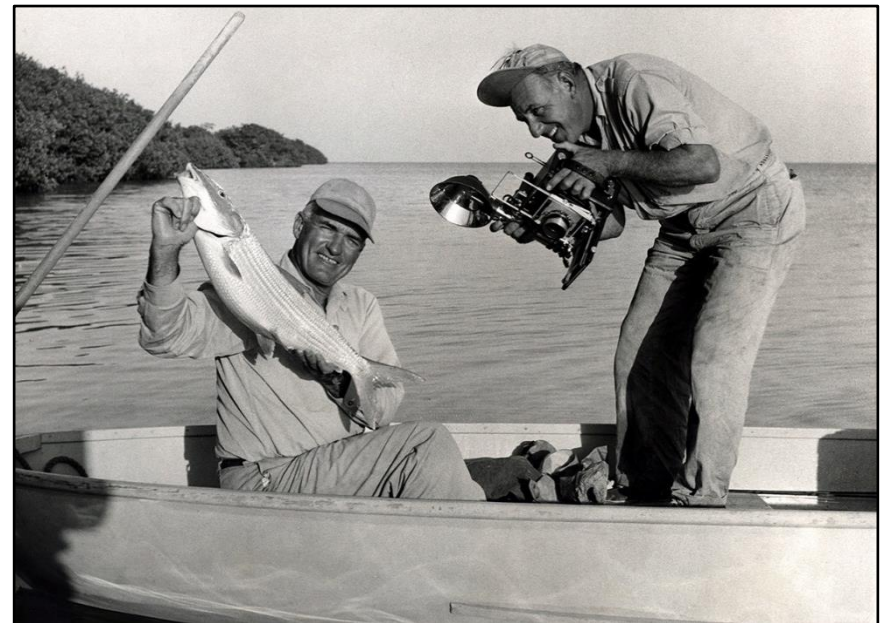
In addition to curating the Ebbets archives, Ms. Hahn works as a production consultant and researcher for film and print media projects. Her detailed research, extensive library of materials, and having come from a third generation Florida fishing family have combined with her writing skills to bring a depth and continuity to the series few others could achieve.

Dr. Terry Battisti
Researcher/Outdoor Writer/Historian

Dr. Terry Battisti started fishing in 1968 at the age of four and by the time he was 10 years old was completely bitten by the bass bug. In 1978, he started his first job at Bob’s Fishing Tackle in Norwalk making custom rods and learning all he could about the industry. That same year he joined his first bass club starting down the road of tournament bass fishing. Terry competed in club and local team events until he went to college to study chemical engineering. After graduating from California State University Long Beach, he went to graduate school in northern Idaho.

After attaining his graduate degree, he moved to southern Idaho to start his career – but fishing was always his main passion. Within a couple months of moving, he had bought a boat, joined a local club and began fishing local team events. He then began fishing the Idaho BASS Federation where he placed fourth in AOY points in 2001 and was Angler of the Year in 2005.

In 2001 Terry began writing for a number of bass magazines and websites including Bass West, In-Fisherman, Bass Fan, Bassmaster Magazine, The PAA, Inside Line and others. Over the past two decades, Dr. Battisti has become an acknowledged expert in just about every topic related to bass fishing and has authored over 1000 publications in major fishing magazines and websites. In 2012, he started his own website, The Bass Fishing Archives, where he writes extensively about the history of bass fishing and the preservation of the sport.



Bennett Talsky

Director of Strategic Planning & Promotion

Bennett Talsky is a seasoned executive producer with a deep-rooted connection to the world of fishing. Growing up on Catalina Island, Bennett's childhood was immersed in the beauty of the ocean and the thrill of the sport. At the age of 10, he began working for his family's boat rental and tackle business, Joe's Rent-A-Boat, where he developed a profound appreciation for the sport. After high school, Bennett pursued a career in the motion picture industry, inspired by his father's success as a renowned Hollywood costume designer. While navigating the industry, he also pursued his college education. However, destiny led him to explore other avenues, and he embarked on a successful career in the construction industry. In recent years, Bennett has rekindled his passion for storytelling by delving into the world of television production. As an executive producer of two TV pilots, he has showcased his talent for bringing stories to life on the screen. With his roots firmly planted in the fishing community and a lifelong appreciation for the art of storytelling, Bennett Talsky is dedicated to helping to produce a truly remarkable series that will engage audiences around the world.



Accounting services

Provided by **Lawrence R. Mitchell & Company Certified Public Accountants**, 880 Apollo Street, Suite 140, El Segundo, California, 90246.

Legal services

Provided by **Donaldson Callif & Perez, LLP**, 5600 West Adams Boulevard, Suite 300, Los Angeles, California, 90016.

David Courtice

Director of Postproduction/ Distribution

David Courtice is an award-winning television and film producer, who founded the unique postproduction facility DC Creative, specializing in all facets of production, editorial, color grading, VFX, sound design, film scanning, restoration and multi-format mastering. Clients include Netflix, Fox, the Asylum, Disney, Sony Pictures, Warner Home Video, YouTube Red, A&E, MGM, NBC Universal and many more. David brings to *A Tribute to the History of Sportfishing* a unique skill set, experience and guidance that will streamline the project. Celebrating over 30 years in the business, David Courtice has been a leader in family entertainment, producing a wide variety of theatrical feature films and television series for cable, broadcast, and digital streaming platforms. He is one of the most requested out-sourced vendors of production services in the industry and the Company is honored to have his expertise on this project.

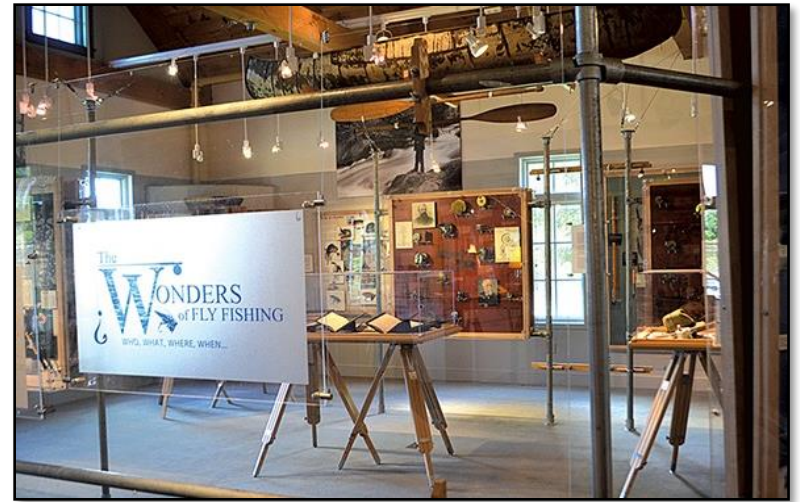


PARTNERS

One of the most creatively exciting aspects of the project is the Company's unique collaborative relationship that has been developed with many of the leaders in the Sportfishing industry. Their cooperation is providing an unparalleled depth of content to this film series.

The Company's writers and researchers are working extensively with **The International Game Fish Association, The American Sportfishing Association, Orvis, B.A.S.S., Bill Dance Outdoors, AFTCO, Scientific Anglers, Trout Unlimited, The American Museum of Fly Fishing, The Bonefish and Tarpon Trust, The Offield Center for Billfish Studies, The Catalina Island Museum,** and many others in order to build the most accurate and meaningful content possible.

These icons of sportfishing have generously opened their libraries and historical records to the Company and provided resources highlighting the sports unique history including film clips and still photographs, historical archives, and access to industry experts for interviews.



ENDORSEMENTS

“Michael is certainly the man to tell the amazing story of sportfishing history. One of his early works, *Tribute to Tuna* (pictured on right) is a classic in the fishing world. He’s amassed an extensive collection of footage from the early days of fishing, and if you add that to the decades of *Inside Sportfishing* footage he’s shot, you are looking at a rare collection that needs to be recorded for future generations.”

Pete Gray, President, Let’s Talk Hook-up

“Long before my father, Milt Shedd, brought sportfishing to Cabo San Lucas rich sportfishing traditions were emerging from Catalina Island, which influenced fishing all over the world. The story of sportfishing is a fascinating and important one that needs to be fully told. I am thrilled that Michael is looking to tell our story in his unique visually exciting style.”

Bill Shedd, Chairman/CEO, American Fishing Tackle Company

“Southern California has a rich and unique history, from the founding of Avalon Tuna Club in 1898 to the innovation of kite fishing, and the vast long-range tuna fleet. Nobody captures that history and spirit better than Michael Fowlkes. He brings all of it to life in this new series, with images and footage spanning over a hundred years and interviews with the real pioneers. Whether you are an angler or a history buff you will love every minute of this passionate project.”

Dave Pfeiffer, President, Shimano America

“Michael Fowlkes has been a staple in our industry since my childhood, and I’m thrilled that he’s capturing the history of sportfishing with his unique style as a filmmaker. There is no one more qualified to tell this great story.”

Bill DePriest, Publisher/Editor Pacific Coast Sportfishing Magazine

“For more than a century, sportfishing in Southern California has been a passion and a way of life for millions of anglers, providing immeasurable joy and memorable experiences to those lucky enough to spend time pursuing it. This film will serve as significant historical piece to be cherished by those who have been involved as well as those who have watched from afar.”

Doug Kern, Co-Owner Fisherman’s Landing & Fisherman’s Landing Tackle



YOUR INVITATION TO PARTICIPATE

The series has ten offline chapters completed to date, with the final chapter in development on Conservation. We will close out the series with a look forward at the angler's role in conservation and the issues of concern to the future of the sport. If this landmark series' contents aligns with your organization's message or your company's marketing plans, there are select sponsorship opportunities still available.

There are also a few remaining individual ownership investment opportunities available at various financial levels.

Please reach out to us at the contact information listed below if you would like more details on how you can become a part of this exciting film series.

BIG GAME FISHING, LLC

PARTNERSHIP AGREEMENT OPERATING AGREEMENT & FILM BUDGET

Available upon request

Big Game Fishing, LLC
Michael Fowlkes, Member
Manager

5 Castle Rock Way
Laguna Beach, California
92651 Cell: 949.230.8920

E-mail: insidesportfishing@mac.com

Website: www.thehistoryofsportfishing.com



Thank you for taking time to review the deck and for your interest in the project. If you have any questions, feel free to contact us at any time. We look forward to working with you.

Michael Fowlkes, Big Game Fishing, LLC