



Where? Mitchells bay Marine Park

When? July 6-7, 2018

www.facebook.com/groups/558911330945505

www.mitchellsbayopen.com

ABOUT OUR TOURNAMENT

- 2 day team tournament to determine the largest 2 day total of 10 bass (5 biggest bass per day)
- 150% payback inclusive of entry fees and prizes
- Big fish pool is collected along with \$1000 bonus for biggest fish of tournament supplied by one of our great sponsors
- Water weigh in scales and live release boat minimizes fish mortality
- Children's event promotes the sport of angling and includes an educational program of the natural habitat in the area along with the Jump Start Program
- Funds raised supports projects to enhance tourism amenities, trail development and habitat restoration in the Mitchell's Bay area
- At the Thursday pre-tournament meeting, anglers, sponsors, 50 volunteers and dignitaries enjoy a full course pulled pork dinner with door prizes and early bird draws

OUR GOAL

It is our goal to manage a first class tournament that caters to participating anglers, promotes Lake St Clair as a premium angling destination to the public and angling enthusiasts as well as promoting sponsors that support the sport of angling.

Funds raised go back to the community in support of habitat restoration and tourism enhancements. It is also important for us to engage and educate the public and to that effect we invite the community to take in the excitement of tournament angling. A crowd of 300 family, friends and general public attended last year's weigh in.

Through angler testimonials, found below, we are delighted to say our anglers consider our tournament to be one of the best run and better payout community tournaments out there. Many of our anglers have fished for 40 years participating in 100 plus tournaments.

<http://www.mitchellsbayopen.com/testimonials/>

Professional photographers capture the excitement of all 3 days and team pictures are presented to all teams before the end of the second day weigh in. It is these pictures that create the bank of inventory that enable the production of next year's Tournament Booklet.

WHAT DOES A SPONSOR GET?

We promote our sponsors in a tournament booklet, which is given out to every angler and sponsor. We also promote our sponsors through signage, radio interviews and other media outlets such as local newspapers. Large crowds attend both day weigh-ins and during this time all the sponsor logos are visible on stage and in the surrounding areas.

The Canadian Tire Mitchells Bay Open is promoted via the website and a Facebook page, which is highly visited and a great way to promote our sponsors. We also attend boat and fishing sportsman shows to promote our sponsors and attract anglers to our tournament.

In 2016, a professional series of videos were produced to showcase not only the tournament but the projects that tournament profits go to support. Three videos, one of 15 seconds, one of 2.5 minutes and one of 12 minutes are available to our sponsors, for their use as an advertising tool, so that they can promote their partnership in projects as environmental stewards. Company logos will be inserted into the videos to personalize each one.

GROWTH RATE of TOURNEY

- 2015- 30 teams
- 2015- 21 teams
- 2016- 41 teams
- 2017- 59 teams

In 2017 we had a 31% growth rate going from 41 teams to 59 teams. Our goal in 2018 is to have a full field of 75 teams! All we need in 2018 is a 21% growth rate to achieve this magic number and we already have 35 teams preregistered.

PAYOUT for 2017

1 st -	\$7200.00 Plus a 25hp Evinrude Outboard Motor	
2 nd -	\$4080.00	8 th - \$1200.00
3 rd -	\$2640.00	9 th - \$ 960.00
4 th -	\$2160.00	10 th - \$ 720.00
5 th -	\$1920.00	11 th - Free Entry for 2018
6 th -	\$1680.00	And Prizes for Teams 12 th -25 th
7 th -	\$1440.00	

ENTRY FEE \$400 per team

PREVIOUS WINNERS

- 2014- Brad Coon & Chad Wetzel 40.62 lbs.
- 2015- Rick Damphouse & Todd McBride 43.72 lbs.
- 2016- Dave Demers & Chris Sherman 45.57 lbs.
- 2017- Matt King & TJ McLarty 43.32 lbs

Children's Event

On day two (Saturday) of the tournament we, in collaboration with our community partner Jump Start, host a Children's Event. Children from various agencies (i.e. Foster Children, Children Services) and schools throughout the community of Chatham-Kent have been treated to a very special day on the Bay! For two years, three charter boats were used to provide an authentic fishing experience for these children. Last year the day started with the children being presented with a new rod, reel and tackle box complete with tackle. This was followed by a fishing experience out on the waters of Lake St. Clair overseen by Boat Captains, Angler Coaches, and Environmental Guides. After being treated to a BBQ they headed out on a nature interpretive trail walk with a visit to a wetland restoration project. At the end of the day the children were brought up on to the stage and congratulated for all their efforts, witnessed the weigh in, and enjoyed a tour of the Live Release Boat and the opportunity to touch the live bass before they were released back into their natural habitat.

Sea of Red

Throughout the tournament you will hear the expression, "Sea of Red" many times. This is how the anglers refer to our wonderful volunteers. All 50 volunteers wear red T shirts. At times all you can see are red shirts worn by dedicated people ready to help or assist with any issue or problem anglers may have. There are many stories of the readiness of volunteers and support that was rendered. We have received praise because of our volunteers and can't help but feel proud of this "Sea of Red".

It's amazing to watch the volunteers, people from different trades, jobs, and walks of life come together and work as one team. That's what we are, ONE TEAM, working together to do our best to grow and produce one of the best tournaments in Ontario. Hopefully, with support from our sponsors, this tournament will be around for many years to come.