



Anglers Insight Marketing™

AIM™ Walleye Series Lifetime Memberships

For 2009, AIM is planning to hold 4 Pro/AM events with an anticipated entry fee of \$1,500 per event. In order to fish the events, anglers must be a “member” of AIM. The owners that initially invested to start the company became Lifetime Members as part of their investment in AIM.

The 2009 membership fee for pros fishing AIM walleye events will be \$250 per tournament (\$1,000 for the entire 2009 season). AIM will be offering AIM Walleye Series Lifetime Memberships to any angler interested in fishing the pro side of AIM events. The cost of an AIM Walleye Series Lifetime Membership will be 4 (four) times the entire season membership fee making the 2009 AIM Walleye Series Lifetime Membership fee \$4000.

For 2009 the fields will be limited to 100 boats. Preference into the walleye events will be as follows:

1. AIM Owners
2. AIM Walleye Series Lifetime Members
3. Anglers fishing all four events (\$1000 membership fees)
4. Anglers fishing three events (\$750 membership fees)
5. Anglers fishing two events (\$500 membership fees)
6. Anglers fishing one event (\$250 membership fees)

There are 77 owners of AIM. That would leave several spots open for other Pro Anglers, however it is anticipated that not all owners will fish the Pro side of the events (which would open up more spots).

The advantages of purchasing an AIM Walleye Series Lifetime Membership include:

- Membership fees will be waived for life (similar to owners)
- AIM Walleye Series Lifetime Memberships purchased for the 2009 season will give the angler priority placement in 2009 and 2010 tournaments. Starting in the 2011 season there will most likely be a ranking system to determine tournament fields.
- Protection against future price increases. For example, if AIM holds 6 walleye events in 2010, AIM Walleye Series Lifetime Memberships will increase to \$6,000 (\$250 per/event * 6 events * 4 years = \$6000)
Note: This is an example only. AIM may or may not hold more walleye events in 2010 and beyond.
- Angler will be investing in the sport of walleye angling by supporting a company that was formed by and for anglers.

Anglers interested in an AIM Walleye Series Lifetime Membership should fill out the form below and send in a \$1,000 down payment towards the final cost of the AIM Walleye Series Lifetime Membership. Applications will be accepted on a first come, first filled basis - based on postmarks.

If the fields fill, the anglers who have given a deposit will have a choice to either have the entire down payment refunded or be put on a waiting list. If an angler elects to be put on a waiting list it will lock the cost of an AIM Walleye Series Lifetime Membership at the 2009 level and their two year preference period will begin once the angler is eligible to fish a full AIM tournament season.



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**2009 AIM Walleye Series Lifetime Membership Application
Fee \$4000**

Angler Name:	
Address:	
Phone:	
Cell Phone:	
E-mail:	
Date Received	Office Use
Check Received	Only

Note: Application must be accompanied by a \$1,000 down payment in the form of a check to reserve your priority entry status (via AIM Walleye Series Lifetime Membership) into the 2009 AIM walleye events. Priority entry status for AIM events is effective on the postmark date of the letter that contains the down payment check and completed form for the AIM Walleye Series Lifetime Membership.

All 2009 AIM Walleye Series Lifetime Membership Fee balances must be paid by the priority entry deadline for the AIM 2009 walleye events or the angler will forfeit their priority entry status.

Please send your completed applications and check made out to **Anglers Insight Marketing LLC** to:

Anglers Insight Marketing LLC
Attn: Scott Matheson
PO Box 110
Plymouth, WI 53073