



Anglers Insight Marketing™

AIM Pro Walleye Series™ Lifetime Membership

In 2010 **AIM** will conduct four Pro/AM tournaments. Each event will have a Pro Angler entry fee of \$1,500. In order to fish the events, all anglers must be a "Member" of **AIM**. The stockholders that initially invested to start the company became Lifetime Members as part of their investment in **AIM**.

Non-member Pro Anglers fishing **AIM** events must pay a membership fee of \$250.00 per tournament (\$1,000 for the entire 2010 season). As an alternative, **AIM** will be offering **AIM Pro Walleye Series™** Lifetime Memberships. The cost of a Lifetime Membership will be 4 (four) times the entire season membership fee (\$1,000) for a total of \$4000.

Preference for entry in the **AIM** tournaments is as follows:

1. **AIM** Owners and Lifetime Members
2. Non-member Pro Anglers fishing all four events (\$1000 membership fees)
3. Non-member Pro Anglers fishing three events (\$750 membership fees)
4. Non-member Pro Anglers fishing two events (\$500 membership fees)
5. Non-member Pro Anglers fishing one event (\$250 membership fees)

The benefits of purchasing a AIM Pro Walleye Series™ Lifetime Membership include:

- Non-member fees will be waived for life (similar to owners)
- Protection against future price increases. For example, if **AIM** holds 6 walleye events in 2011 the Lifetime Memberships will increase to \$6,000 (\$250 per/event x 6 events x 4 = \$6000)
Note: This is an example only. **AIM** may or may not hold more walleye events in 2011 and beyond.
- The Pro Angler will be investing in the sport of walleye angling and directly supporting the only company that was formed by and for professional walleye anglers.

Pro Anglers interested in an **AIM Pro Walleye Series™** Lifetime Membership should complete the form below and make a \$1,000 down payment. Contact the **AIM** office with your questions: 920-526-3399.

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

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

Anglers Insight Marketing, LLC (AIM) is an angler-owned organization dedicated to lead the fishing industry in competitive angling through the insight and knowledge of its Owners and Members.



Anglers Insight Marketing™

**2010 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 Lifetime Membership) into the 2010 AIM Pro Walleye Series™. Priority entry status for AIM events is effective on the postmark date of the completed form for the Lifetime Membership along with the tournament entry.

All 2010 Lifetime Membership Fee balances must be paid in full by the priority entry deadline for the AIM 2010 walleye events or the Pro Angler will forfeit their priority entry status.