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NOWT
NORTHERN ONTARIO WALLEYE TRAIL

2019 Annual Report

Greetings NOWT Anglers

Our inaugural Championship year is in the books and the NOWT has experienced significant success over the course of 2019. Our Board of Directors has worked diligently to increase sponsorships and create a competitive tournament trail in Northern Ontario to benefit our anglers. We have increased our revenues to over \$100,000 with a direct payout to anglers in excess of \$96,000 from the NOWT.

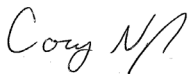
We continue to develop processes to support our communities with standardized weigh-ins and consistent approaches to hosting a sanctioned NOWT event. We strive for excellence and encourage our anglers to maintain sportsmanship and professionalism while participating in tournaments.

Our efforts are concentrated on maintaining resources and evaluating the management of fish during our events. This year, the board has reviewed some rules and regulations and have approved significant changes that will be implemented in 2020 and further years to surely increase sustainability of the walleye population in our lakes and river systems.

The increased participation from anglers attempting to accumulate AOTY points to qualify for the championship is fierce. It took over 281 points to qualify for the Championship in 2019 up from 268 points in 2018. Anglers are demonstrating interest in our championship event and we will continue to work at enhancing our events.

The Board of Directors and marketing representative take great pride in our sponsors and continually value their commitment to the NOWT. We ensure to promote their support in all of our efforts to both competing anglers and community partners.

We look forward to your continued support!



Cory Nephin

Board President

2019 Sponsors

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MERCURY



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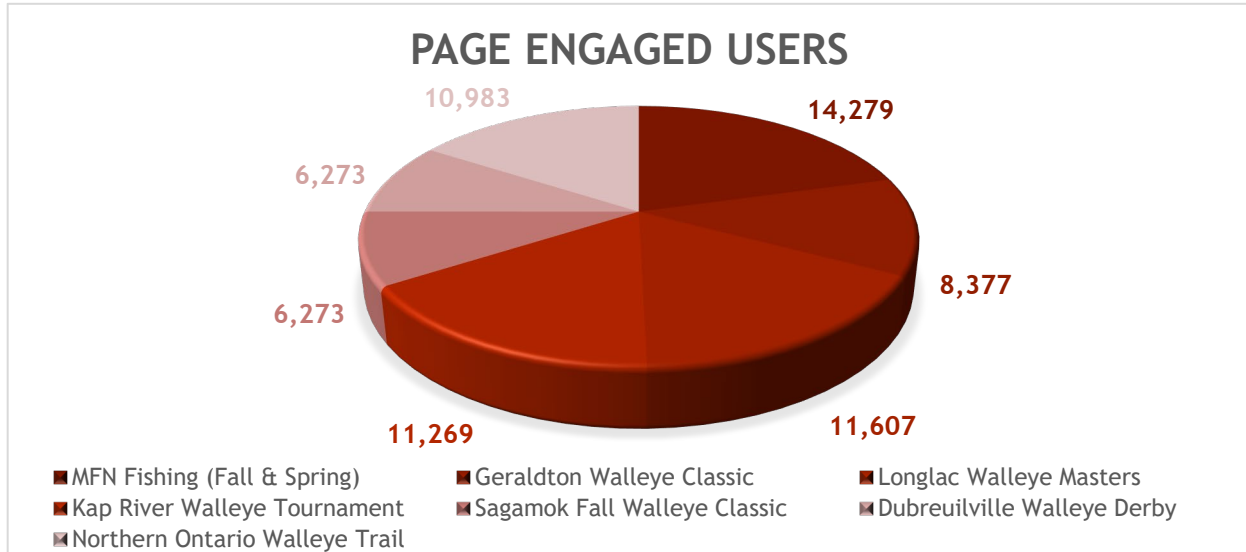


SILVER SPONSORS

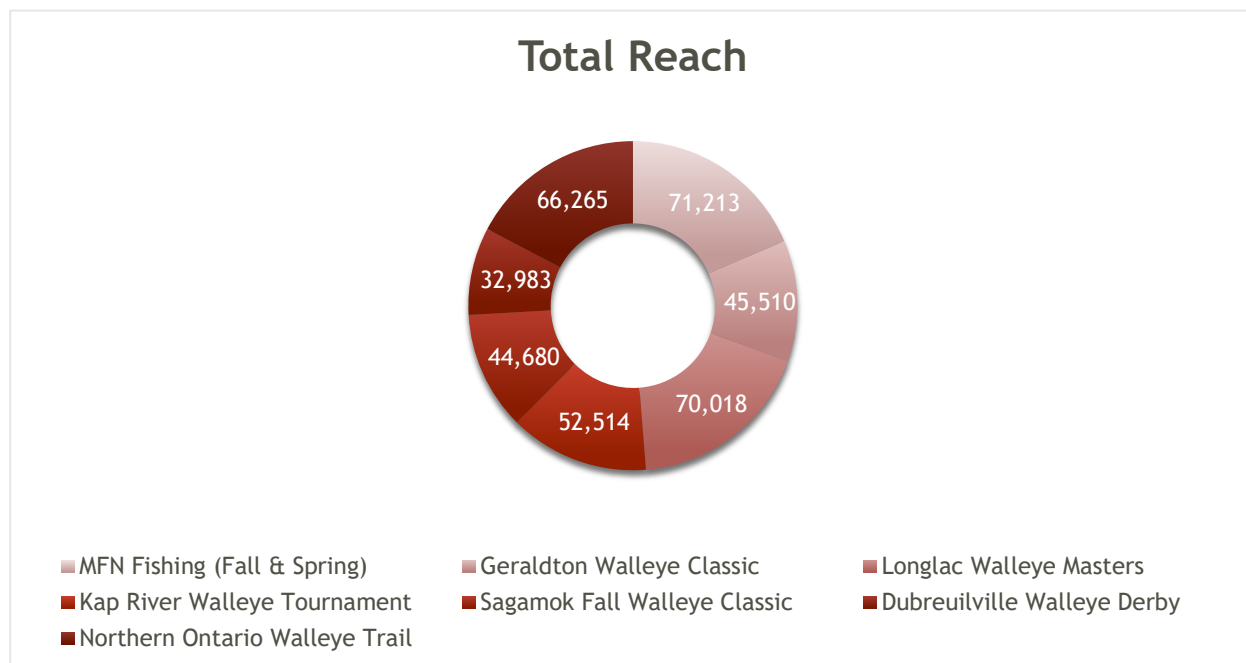


Statistical Data

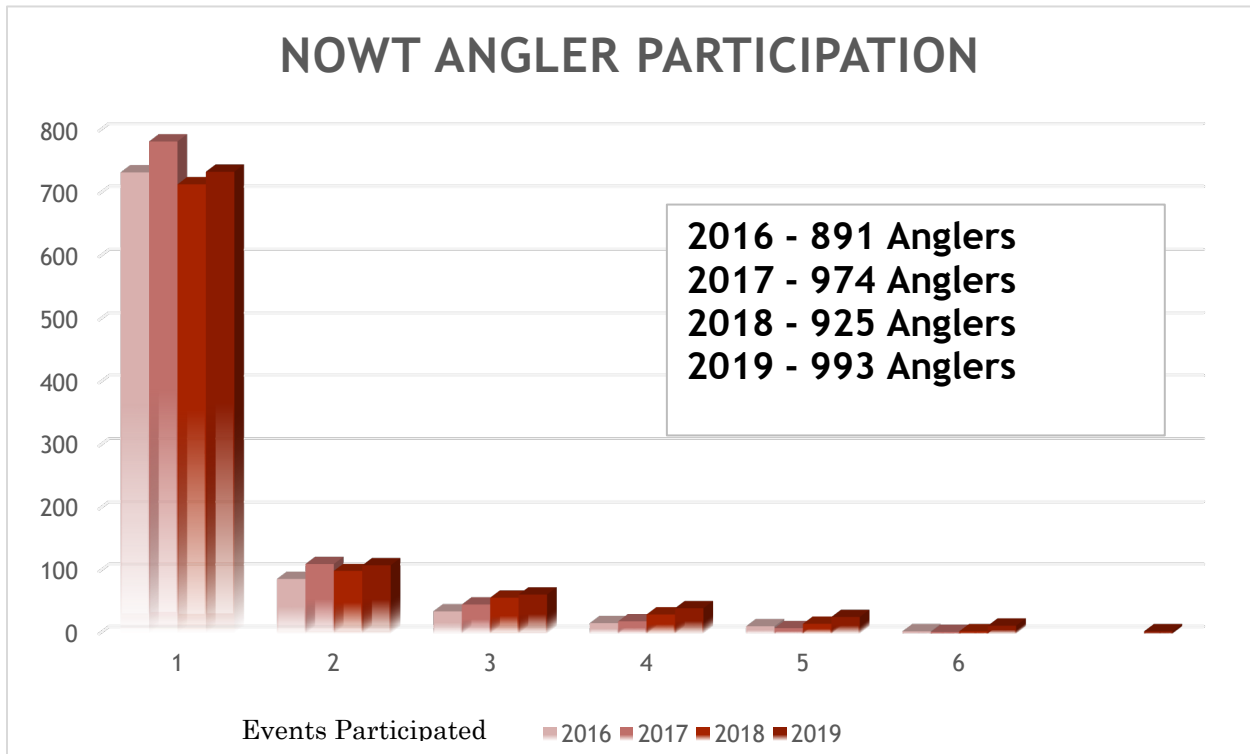
The number of people who engaged with our page and tournament host pages. Engagement includes any click or story created. (Unique Users)



The number of people who had any content from the NOWT Page and Tournament Hosts Pages or about our Pages enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)



We have experienced a 7.35% increase to angler participation in 2019. Our efforts are concentrated in providing our anglers with a consistent approach during all tournaments and we have invested in having a tournament representative available at all events to increase success.

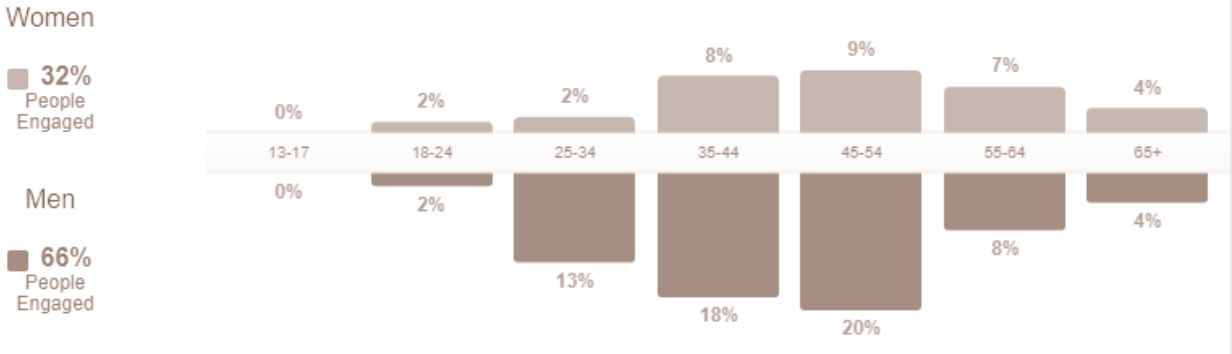


Our anglers are increasing their participation rate, chasing “Angler of the Year” points to qualify for the Championship event. Over the past 2 years, the increase in anglers participating in three or more tournaments has increased by over 73%.

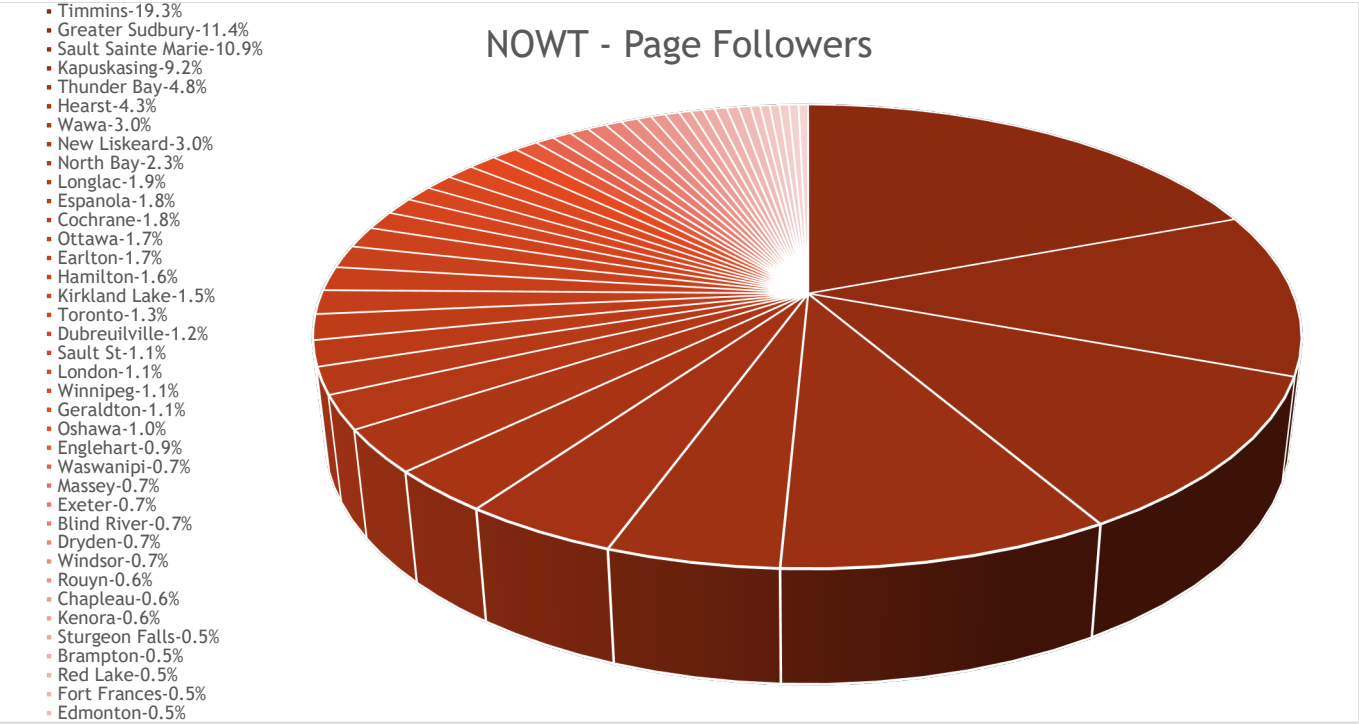


Demographics

The NOWT is committed to expanding the demographics of tournament angling. Our trail is excited with the increased participation from women and youth competing in our events. Host tournaments have created an award/prize recognizing women and youth anglers for their participation and we anticipate this to grow as we continue to promote tournament angling.



Over 60% of our anglers and followers are from major cities in North Eastern Ontario. Our tournaments trail brings significant economic benefits to the communities increasing tourism and promoting the sport of angling.



Financial Report

2019 INCOME STATEMENT *Unaudited

REVENUE		
Championship Revenue 2019	\$	6,250
Sanctioning Fees		3,500
Member Fees		6,800
Cash Sponsorship 2019		11,648
Other Revenue		1,453
In-Kind Sponsorship Revenue		92,158
TOTAL REVENUE	\$	121,809
EXPENSES		
Championship Prizes	\$	74,706
AOTY Prizes		4,686
Biggest Weight – Single Day Award		8,143
Cool Under Pressure Award		5,303
Host Tournament Children’s Rods & Reels		1,917
Top Points Generator Award		1,298
Insurance Program		1,598
Freight/Shipping		636
Depreciation Expenses		321
Advertising and Promotions		2,774
General Expenses		57
Sponsor Thank You		380
Trailer Rental		1,500
Vehicle Lease		6,000
Website Development		2,850
Office Supplies		542
Accounting & Legal		145
Travel Expenses Tournament Rep		1,528
Interest and Bank Charges		360
TOTAL EXPENSES	\$	114,745
TOTAL FORECASTED SURPLUS (DEFICIT)	\$	7,064