

# 2026

Get more for you and your  
**State Nation!**



# **B.A.S.S. Nation Alliance**

PRESENTED BY

**Ranger**  
BOATS

**Triton** BOATS  
**NITRO**

 **MERCURY**

**LOWRANCE**

RELi<sup>3</sup>ON<sup>®</sup>



## B.A.S.S. ALLIANCE SPONSORS

The logo for Ranger Boats, featuring the word "Ranger" in a large, stylized script font with a registered trademark symbol, and the word "BOATS" in a smaller, bold, sans-serif font below it.The logo for Triton Boats, featuring the word "Triton" in a bold, italicized, sans-serif font with horizontal lines above the "i", and the word "BOATS" in a smaller, bold, sans-serif font to its right.The logo for Nitro, featuring the word "NITRO" in a bold, italicized, sans-serif font with a small registered trademark symbol.The logo for Mercury, featuring a stylized "M" inside a circle with a fish tail, followed by the word "MERCURY" in a bold, italicized, sans-serif font.The logo for Bass Pro Shops, featuring a detailed illustration of a bass fish jumping out of the water, with the words "Bass Pro Shops" in a serif font to its right.

Joined in 2025

The logo for Lowrance, featuring the word "LOWRANCE" in a bold, sans-serif font with a registered trademark symbol.The logo for Reli3on, featuring the word "RELi3ON" in a sans-serif font, with the "i" in "Li" inside a dark square and a registered trademark symbol.

## State Cash Earned Rebate



The State B.A.S.S. Nation, upon signing the 2026 Alliance Program contract, will be eligible to earn a potential cash bonus of up to \$5,000 from Triton Boats, Ranger Boats or Nitro Boats and Mercury Marine.



The 2026 checks would be the result of an earned rebate paid at the end of each year.



The rebate would be directly related to the sales of Alliance packages during the Alliance program year.



All leads for the 2026 program year must be entered into the database by the deadline of November 30, 2026.



**State Boat Sales of 1-5: State Will Earn \$1,000**  
**State Boat Sales of 6-10: State Will Earn \$2,000**  
**State Boat Sales of 11-15: State Will Earn \$3,000**  
**State Boat Sales of 16-20: State Will Earn \$4,000**  
**State Boat Sales of 21+: State Will Earn \$5,000**

To enter leads for **TRITON**, **RANGER**  
AND **NITRO** boat sales, go to the  
following link:

<https://www.bnallianceleads.com/>

# State Discounts, Rebates and Prize Packages

Alliance companies will offer various discount programs to the Tier One Anglers, determined by each State

- All orders will go through the State Presidents
- State/Provincial tax will apply where applicable
- Purchases may be used for 2026 Tier One Anglers
- The State B.A.S.S. Nation may extend the apparel discount to the Tier 1 Anglers
- Must use the provided order forms for all orders
- MM has added the coupon in the booklet that will be coming to Presidents in November.



## ***President, Youth Director and Conservation Director Package-Purchase***

State B.A.S.S. Nation Presidents, Youth Directors and Conservation Directors can purchase a Triton/Ranger/Nitro/Mercury package at a team discount.

Mercury Marine will offer a Mercury Pro Team one-time engine rebate of up to \$2,500 (see rebate form for overview).

Lowrance and RELiON will allow a one-time order per program year

## ***B.A.S.S. High School National Championship Boat Package***

The highest-finishing eligible 2-person team at the conclusion of the B.A.S.S. High School National Championship will receive a Tracker Pro 170 with 40 ELPT Mercury engine,

Includes a Lowrance trolling motor and RELiON batteries.

## ***Fundraiser Package-Purchase***

Each state will be eligible to purchase a Triton/Ranger/Nitro/Mercury Fundraiser package at a discount. Boat can be purchased from Triton, Ranger or Nitro at a team discount.

Mercury Marine will offer a Mercury Pro Team one-time engine rebate of up to \$2,500 (see rebate form for overview).

Lowrance and RELiON will allow a one-time order per program year

## ***Outboard Oil, Propeller Purchases***

The State B.A.S.S. Nation may purchase one thousand five hundred dollars' (**\$1,500**) worth of outboard oil and propellers\* from Mercury Marine at a 35% discount off base price with a 7.5% cash-with-order discount.

Lowrance will offer 50% off electronics up to \$5,500 and \$1,000 off a Ghost trolling motor, capped at 16 Tier one team members.

# Angler Discounts, Rebates, and Warranty Promotions

Alliance companies will offer various discount programs to the Tier One Anglers, determined by each State

- All orders will go through the State Presidents
- State/Provincial tax will apply where applicable
- Purchases may be used for 2026 Tier One Anglers
- The State B.A.S.S. Nation may extend the apparel discount to the Tier 1 Anglers
- Must use the provided order forms for all orders
- MM has added the coupon in the booklet



## Oil, Propeller Purchases *(All orders must go through the state president)*

The State B.A.S.S. Nation Tier 1 Anglers (determined by the State) may **(\$1,000)** worth of outboard oil and propellers\* from Mercury Marine at a 35% discount off base price with a 7.5% cash-with-order discount.

Lowrance will offer 50% off electronics up to \$5,500 and \$1,000 off a Ghost trolling motor (capped at 16 Tier 1 state team members)

## Retail Purchase Bonus Program

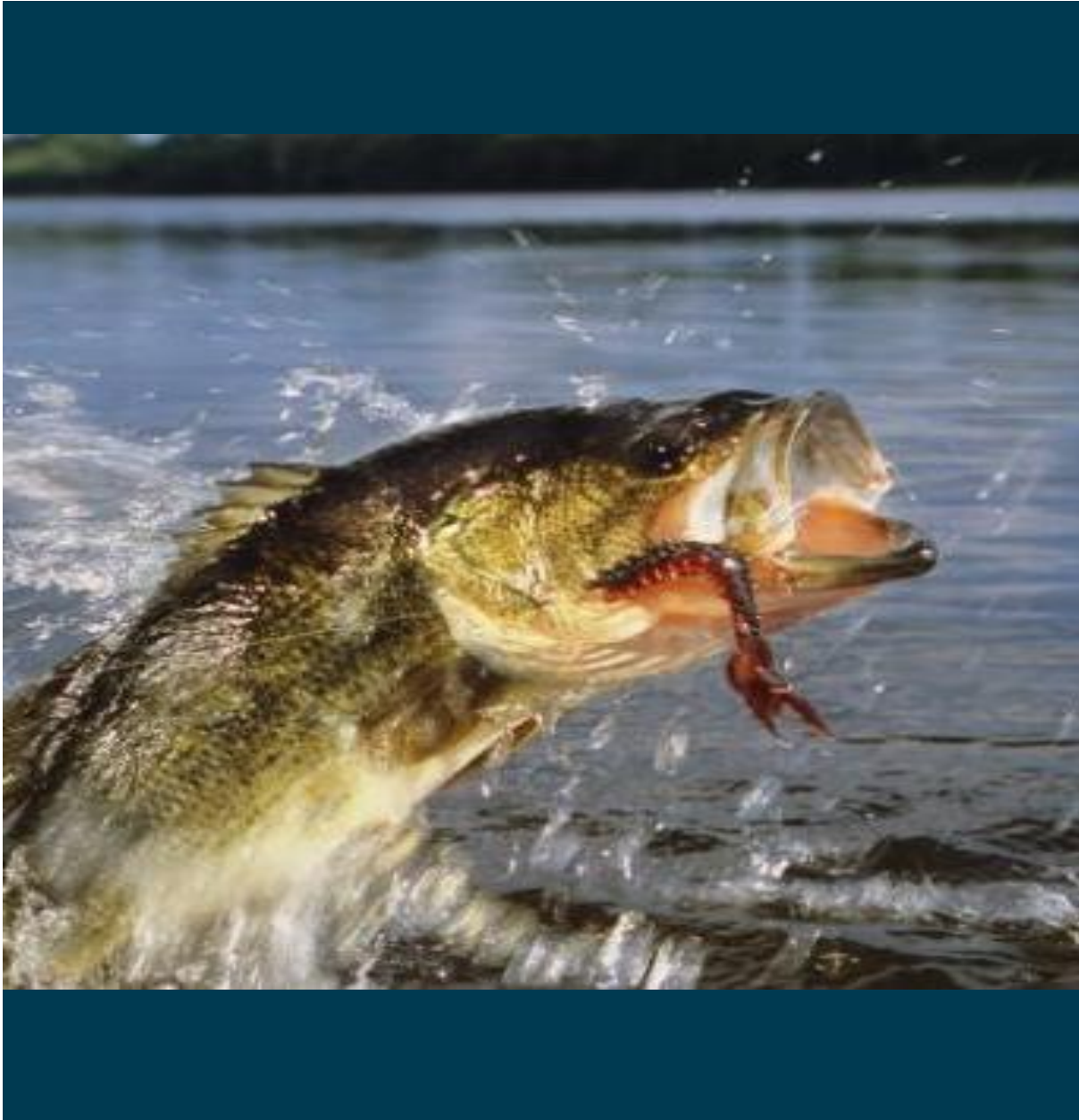
B.A.S.S Nation members who purchase a new Triton/Ranger/Nitro and Mercury package will receive:

- Two (2) Team Triton, Ranger or Nitro/Mercury shirts and matching hats
- \$1.00 per horsepower rebate from Mercury Marine for 150hp and above (excludes Racing engines).  
*(Must purchase a Triton, Ranger or Nitro with Mercury to be eligible (repowers do not qualify for the rebate).*

## Warranty Bonus Offer

**Exclusive to Retail Purchase Bonus Program: Participants will be eligible to purchase an additional 5 years of factory-backed coverage Total of 8 Years (3-Year Standard Warranty + 5 Years of MPP)**

| Promotional Prices |                                |                                  |                                  |                                  |                                  |
|--------------------|--------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| 150-199.9          | <input type="checkbox"/> \$220 | <input type="checkbox"/> \$359   | <input type="checkbox"/> \$681   | <input type="checkbox"/> \$939   | <input type="checkbox"/> \$1,180 |
| 200-299.9          | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$659   | <input type="checkbox"/> \$1,432 | <input type="checkbox"/> \$2,051 | <input type="checkbox"/> \$2,630 |
| 300-399.9          | <input type="checkbox"/> \$380 | <input type="checkbox"/> \$856   | <input type="checkbox"/> \$1,959 | <input type="checkbox"/> \$2,841 | <input type="checkbox"/> \$3,668 |
| 400                | <input type="checkbox"/> \$440 | <input type="checkbox"/> \$1,104 | <input type="checkbox"/> \$2,640 | <input type="checkbox"/> \$3,868 | <input type="checkbox"/> \$5,020 |



# **Additional Support for Anglers**

## **Bonus Program**



## STATE CHAMPION BONUS PROGRAM



The B.A.S.S. Nation Alliance will give a potential \$4,250 bonus to B.A.S.S. Nation members who own and use B.A.S.S. Nation Alliance product to win a State B.A.S.S. Nation Championship\*. Must be original owner for any payouts. Lowrance will contribute \$250 for a state champion whose boat and motor qualifies and who also runs exclusively Lowrance electronics and a Lowrance Ghost trolling motor.

**2025 - 2026 Model Year w/ 250hp Mercury = \$4,250**

**2026 - 2026 Model Year w/ 225hp Mercury = \$3,250**

**2025 – 2026 Model Year w/ 200hp Mercury = \$2,250**

**Any Model Year Triton/Ranger/Nitro w/ any hp Mercury = \$1,250**

*\*State B.A.S.S. Nation Championship is defined as the last event that a state holds to finalize the Tier 1 Angler and/or crown a State Champion*

## QUALIFIER TOURNAMENT BONUS PROGRAM

The B.A.S.S. Nation Alliance will give potential bonuses totaling \$25,000 to Nation members who own and use B.A.S.S. Nation Alliance product for the top 5 placings at the B.A.S.S. Nation Qualifier tournaments. ***(Must be original owner for any payouts.)***

Bonuses will be paid out to those in the respective exact placings that have the Alliance packages listed below. Additional \$250 from Lowrance if the angler is running Lowrance products exclusively.

**2025 - 2026 Model Year w/ 250hp Mercury = 1st place \$7,000; 2nd place \$6,000; 3rd place \$5,000; 4th place \$4,000; 5th place \$3,000**

**2025 - 2026 Model Year w/ 225hp Mercury = 1st place \$6,000; 2nd place \$5,000; 3rd place \$4,000; 4th place \$3,000; 5th place \$2,000**

**2025 - 2026 Model Year w/ 200hp Mercury = 1st place \$5,000; 2nd place \$4,000; 3rd place \$3,000; 4th place \$2,000; 5th place \$1,000**

**Any Model Yr Triton/Ranger/Nitro w/ any hp Mercury = 1st place \$4,000; 2nd place \$3,000; 3rd place \$2,000; 4th place \$1,000; 5<sup>th</sup> place \$500**

Winning anglers must agree to hold up the B.A.S.S. Nation-provided Alliance “Big Check” for onstage and press photo opportunities.

## BASS NATION CHAMPIONSHIP 1<sup>ST</sup> PLACE BONUS AWARD



The B.A.S.S. Nation Alliance will give a potential \$32,500 if the winner of the B.A.S.S. Nation Championship qualified for that event owning and using B.A.S.S. Nation Alliance product. B.A.S.S. Nation Alliance will pay the benefits listed below. Must be original owner of a 2025-2026 model year with 250hp for any payments.

### Potential Example:

**\$15,000 bonus if Triton, Ranger or Nitro boat owner with any brand engine**

**\$30,000 if Triton, Ranger or Nitro boat owner with 250hp Mercury engine**

**\$32,500 if Triton, Ranger or Nitro boat owner with 250hp Mercury engine and Lowrance Ghost trolling motor**

\*Winning angler must agree to hold up the B.A.S.S. Nation-provided Alliance “Big Check” for onstage and press photo opportunities.

## BASS NATION CLASSIC 1<sup>ST</sup> PLACE BONUS AWARD



The B.A.S.S. Nation Alliance will give a potential \$55,000 bonus to the B.A.S.S. Nation Championship Classic-qualifying regional angler who goes on to win the Bassmaster Classic if that individual owns and uses B.A.S.S. Nation Alliance product to qualify for the Bassmaster Classic. Must be original owner of a 2025-2026 model year with 250hp.

### Potential Example:

**\$25,000 bonus if Triton, Ranger or Nitro boat owner with any brand engine**

**\$50,000 if Triton, Ranger or Nitro boat owner with 250hp Mercury engine**

**\$55,000 if Triton, Ranger or Nitro boat owner with 250hp Mercury engine and Lowrance Ghost trolling motor Bonus**

\*Winning angler must agree to hold up the B.A.S.S. Nation-provided Alliance “Big Check” for onstage and press photo opportunities.



Exclusively for  
B.A.S.S. Nation Members  
who purchase or own...



=



How does it all add up with the B.A.S.S. Nation Alliance?

When **YOU**, as a B.A.S.S. Nation member, purchase or own an Alliance rig - Triton/Mercury, Ranger/Mercury or Nitro/Mercury, **YOU** are eligible for Alliance benefits. Plus, when **YOUR STATE** signs an Alliance agreement **YOU** and **YOUR STATE** receive even more!

#### CASH & BENEFITS for **YOU**

##### Retail Purchase Bonus

\$1.00 per horsepower rebate plus a warranty bonus offer:  
Apparel package valued at \$250:  
2 Triton/Mercury, Ranger/Mercury or Nitro/Mercury shirts  
2 matching hats  
Lowrance Buoy

##### Unprecedented Cash Awards Up To\*

\$4,250 ..... Win B.A.S.S. Nation State Championship  
\$3,000 ..... Win Qualifier Tournament  
\$52,500 ..... Win B.A.S.S. Nation Championship  
\$50,000 ..... Win Bassmaster Classic  
**\$26,750 ..... IF YOU WIN IT ALL!**

##### New Qualifier Tournament Bonus Program

Potential \$25,000 available to be won. Major discounts on Alliance.  
Winning angler receives a B.A.S.S. Nation Championship Buckle

#### CASH & BENEFITS for **YOUR STATE**

##### State Alliance Cash Incentives

Up to \$5,000\* ..... Upon Your State's Exclusive Agreement with the Alliance

##### Boat Package

Alliance Alluminum Boat Package awarded at High School National Championship for winning team.

##### Discounted Product

The State and 2022 Top 1 anglers (determined by the state) are eligible for limited discounted product.

PLUS, Discounts on Apparel

To find even more benefits for **YOU** and **YOUR STATE** see [tritonboats.com](http://tritonboats.com), [rangerboats.com](http://rangerboats.com) or [nitroboats.com](http://nitroboats.com) for full details.



\*Tournament amounts are dependent on angler and state meeting all Alliance rules and specifications. See [tritonboats.com](http://tritonboats.com), [rangerboats.com](http://rangerboats.com) or [nitroboats.com](http://nitroboats.com) for full details.

# Ad's Help Get the Word Out



Triton, Ranger, Nitro, Mercury Marine, Lowrance and RELION  
have partnered for the

## Bassmaster® College & High School Retail Purchase Bonus

Those who fish the College or High School Series and purchase  
Mercury powered Triton, Ranger or Nitro boats\* are eligible for a Retail Purchase Bonus.



\$1.00 per HP Cash Rebate from Mercury



To find even more benefits  
see your local Triton/Mercury dealer or  
visit [tritonboats.com](http://tritonboats.com) for full details.



To find even more benefits  
see your local Ranger/Mercury dealer or  
visit [rangerboats.com](http://rangerboats.com) for full details.



To find even more benefits  
see your local Nitro/Mercury dealer or  
visit [nitroboats.com](http://nitroboats.com) for full details.



\*Triton, Ranger or Nitro boat must have a factory-installed forward, any horsepower rating is eligible. Boat and motor must be new, previously unregistered product.  
Must be able to provide proof of membership on a college or high school fishing team to receive rebate. See [tritonboats.com](http://tritonboats.com), [rangerboats.com](http://rangerboats.com) or [nitroboats.com](http://nitroboats.com) for full details.

# SHARING OUT KEY Promotions

As part of the Mercury initiatives to help to amplify important messages with our key partners, you will receive our bi-monthly Mercury Team Connection E-Newsletters to keep you connected. When possible we ask that you share these promotions with your members to help get the word out.





# WIN

A NEW OUTBOARD!



UP TO 300HP



### Help Spread the Word About the Latest Mercury Outboard Giveaway

Mercury is giving away another outboard, and we're counting on you to get the word out to your followers and encourage them to enter. To help, we've added some copy, images and videos to the [Pro Team Portal](#) for you to include in your social posts, banner ads and eblasts.

Below, you'll find a pre-written social post to use on your social platforms, encouraging your followers to enter the giveaway.

**Win a New Mercury Outboard**  
My partners at Mercury are giving away a brand-new outboard up to 300hp to repower your fishing boat. You'll get to keep the boat you love while enhancing its performance with the latest tech. Enter by December 31, 2025. [MercuryMarine.com/enternow](#)

We also realize that you know your audience better than anyone else, so if you'd prefer to create your own content, here are some bullet points for you to incorporate:

- Entry Dates: October 1, 2025 – December 31, 2025
- Grand Prize: One Mercury outboard up to 300hp
- Where to Enter: [MercuryMarine.com/enternow](#)
- Grand prize includes all the necessary controls and rigging needed for a repower
- Winner will be selected in January, 2026
- Exclusions apply

# Lead to Sales Program – Need your help to show the great work done by the B.A.S.S. Nation States

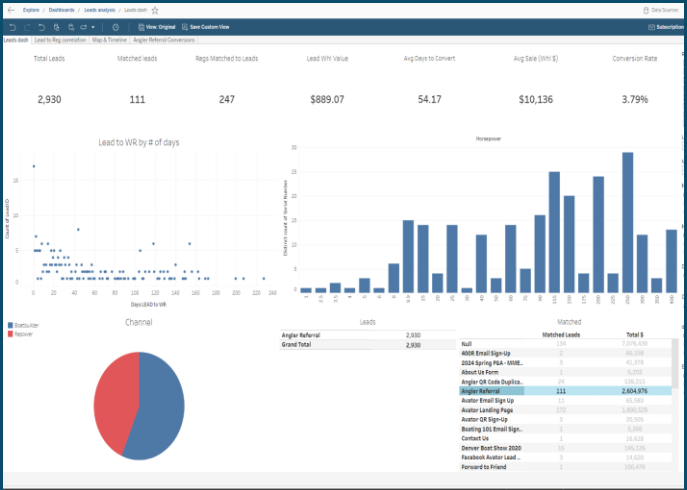
## UTILIZING QR CODES TO CAPTURE LEAD DATA FOR ANY STATE NATION MEMBERS INTERESTED IN MERCURY ENGINES



Accounts > Brent Chapman  
Account-Consumer Leads

Items • Sorted by Created Date • Updated a few seconds ago

|    | Nbr                        | Name with Program Year | Consumer Lead    | Created Date      |
|----|----------------------------|------------------------|------------------|-------------------|
| 1  | <a href="#">DC-0000650</a> | James Lim-2024         | James Lim        | 3/25/2024 7:13 PM |
| 2  | <a href="#">DC-0000649</a> | Cory Emley-2024        | Cory Emley       | 3/25/2024 7:13 PM |
| 3  | <a href="#">DC-0000648</a> | Rebecca Rolf-2024      | Rebecca Rolf     | 3/25/2024 7:12 PM |
| 4  | <a href="#">DC-0000647</a> | Donald Puckett-2024    | Donald Puckett   | 3/25/2024 7:12 PM |
| 5  | <a href="#">DC-0000646</a> | Jude Lim-2024          | Jude Lim         | 3/25/2024 7:11 PM |
| 6  | <a href="#">DC-0000645</a> | Gavin Nelson-2024      | Gavin Nelson     | 3/25/2024 7:11 PM |
| 7  | <a href="#">DC-0000644</a> | Max Rolf-2024          | Max Rolf         | 3/25/2024 7:11 PM |
| 8  | <a href="#">DC-0000643</a> | Jason Madsen-2024      | Jason Madsen     | 3/25/2024 7:11 PM |
| 9  | <a href="#">DC-0000640</a> | Carter Maholland-2024  | Carter Maholland | 3/25/2024 7:11 PM |
| 10 | <a href="#">DC-0000641</a> | Asher Emley-2024       | Asher Emley      | 3/25/2024 7:11 PM |
| 11 | <a href="#">DC-0000642</a> | Carter Franks-2024     | Carter Franks    | 3/25/2024 7:11 PM |
| 12 | <a href="#">DC-0000639</a> | Sam Keely-2024         | Sam Keely        | 3/25/2024 7:10 PM |
| 13 | <a href="#">DC-0000637</a> | Mike Cukyne-2024       | Mike Cukyne      | 3/25/2024 7:10 PM |



B.A.S.S. Nation states will receive a unique QR Code



QR Code drive to a landing page with simple lead form capturing name, email and has an opt in or out feature



Lead information flows into salesforce directly under each respective states account



Using tableau leads are matched to registrations via registration data. Data export includes total leads from all states, each individual state, average sales, product details and conversion rates



PRESENTED BY LOWRANCE



## Thank You

On behalf of the Alliance, Lowrance and Mercury we thank you for all you do, and as a special show of our appreciation we will be hosting your President's Cocktail hour and Champions Toast after Day 4 weigh-in. Cheers!