2026

Get more for you and your State Nation!







1

B.A.S.S. ALLIANCE SPONSORS











Joined in 2025







PRODUCT SALES EQUAL FUNDING

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 onetime 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 onetime 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% cashwith-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).

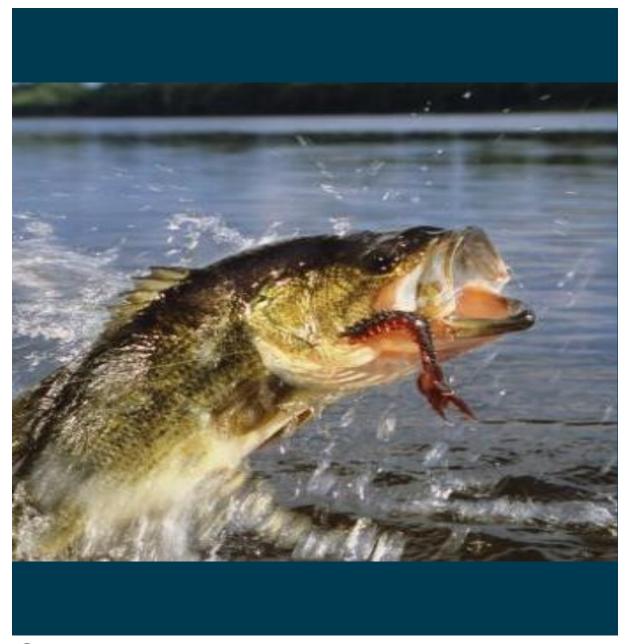
(Must purchase a Triton, Ranger or Nitro with Mercury to be eligible (repowers do not qualify for the rebate).

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 | □ \$220 | □ \$359 | □ \$681 | □ \$939 | □ \$1,180 | | | | | |
| 200-299.9 | □ \$325 | □ \$659 | □ \$1,432 | \$2,051 | □ \$2,630 | | | | | |
| 300-399.9 | □ \$380 | □ \$856 | □ \$1,959 | \$2,841 | □ \$3,668 | | | | | |
| 400 | □ \$440 | □ \$1,104 | □ \$2,640 | □ \$3,868 | □ \$5,020 | | | | | |









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; 5th 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 1ST 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 1ST 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.



All FORMS ARE PROVIDED IN THE B.A.S.S. NATION ALLIANCE BOOKLET

| | | MERCURY | | | | | | | | ፟ MERCURY | | | |
|---|--|--|--|--|--|--|--|---|--|---|--|--|--|
| B.A.S.S. Nation® Alliance Benefit Fulfillment Form | | 2025 B.A.S. | 2025 B.A.S.S. Nation Product Purchase Program | | NAVICO GROUP | | | E | B.A.S.S. Nation Alliance Program 2025 Mercury Product Protection Coverage Promotion | | | | |
| Member Name: | SS#: | ■ B.A.S.S. Nation Sta | te | ■ B.A.S.S. Tier One Team Member | | RETURN COMPLETED ORDER FORM TO YOUR STATE PRESIDENT FOR APPROVAL & SUBMISSION | | | PROGRAM DATES BENEFITS | | | | |
| Address: | l . | | | check the appropriate box - B.A.S.S. Nation or Team Member | | Customer Information Date: tiple Years Member | | _ | Qualifying Mercury outboard engines sold from October 31st, 2004 through October 20th, 2025. Significant must be warranty registered by November 15 th and force must be supplied by Engageter 15 th 2015. The product Prod | | d Warranty. You can add up to a total of 5 | | |
| City: | All B.A.S.S. Nation States | | and B.A.S.S. State Team Members are eligible for a 35% discount off base price. Sing a 7.5% cash with order discount to all B.A.S.S. Nation States and State Team | | Credit Card Billing Address: | City, State. | | _ | forms must be submitted by November 1 | | nor a total or a years coverage. | | |
| Phone: | in addition, Mercury is | | rending a 7.5% cash with order discount to all B.A.B.B. Nation states and state Team ers. Allow 4 - 8 weeks for all orders. Program ends Oot. 30, 2025. | | Shipping Address: | g Address. | | EUGIBLE CUSTOMERS 2025 Program Year B.A.S.S. Nation Members who submitted a Retail Purchase 150 HP - 400 HP FourStrokes (excludes Rac | | et Race) | | | |
| Friorio. | SHIT SIZE. S M L L | _ | | | (if different than billing - No P.O. Bosse) | | 229. | | BONUE FORM B.A.S.S. NATION MEMBER PARTICIPATION | | | | |
| QUALIFICATION | | | ORDERING INFORMATION | | Land-Line for Business Adr | Land-Line for Brush Address Add Address Payment information will be requested by small with your invokes and a payment link. | | B.A.S.S. NATION MEMBER PARTICIPATION FEE Participation Fee outlined below. Taxes not included. Upon purchased applicable taxes will be applied. | | | | | |
| Qualifying B.A.S.S. Nation Tournament: | umament: Date: | | Mercury Customer # (Required): | | *PRINT CLEARLY* | Payment information will be requested by email with your invoice and a payment link. **PRINT CLEARLY** | | Select the plan you wish to Purchase. Check the box next to the plan you wish to purhase. | | | | | |
| Qualifying Date: | B.A.S.S. Nation Alliance | | | | | | IT OC PYMT INFO AFTER ORDER IS ENTERED " DID INCORRECT ENTRY | | | | | | |
| State Championship B.A.S.S. Nation State Champion Bonus Progr | Retail Purchase Bonus Form - | (\$1.00 per hp) | edit Debit | tit Debit | | | Price Total | Bassmast | er® College & Hi | gh School | Check the box next to the plan | | |
| B.A.s.s. Hautil state champion bonus Progr | <u> </u> | | d transactions are sub | P0 Rox 1939 | | | 1 - 1 | | Retail Purchase Bonus Form - (\$1.00 per hp) | | • | | |
| TRITON, RANGER OR NITRO BOAT | and delivered from October 31,2024 though October 30, 2020 to B.A.S.S. Nation members, werchandise will be snipped directly to | | | Fond du Lar, Wi 54936 Mercusymaene.com | | | 1 . 1 | | lebate from Mercury Marine for 150HP and above. (Excludes Racing engines) fler valid on ANY new Triton/Mercury, Ranger/Mercury OR Nitro/Mercury (NO racing engines) packages with a factory installed livewell | | | | |
| Model: Year | the Buyer. This offer cannot be used in conjunction with any other Mercury offer. All serial numbers must be provided for considera | | 20-907-6670 | 2025 B.A.S. | S. Nation Alliance F | Nation Alliance Rebate Form | | sold and delivered from Oct | old and delivered from October 31, 2024 through October 30, 2025 to Bassmaster College or High School Anglers. | | uestions 1-888-427-5373 or visit | | |
| Year: | | 1 | | 2320 22 00 | Effective October 31, 2024, through October 30, 2025 | | 5 5 5 | | ble for the BCHS Retail Purchase Bonus the Buyer MUST be the legal guardian, parent or grandparent of the student angler, igler does NOT have to be the purchaser of boat/motor. | | | | |
| MERCURY MOTOR | BUYER INFORMATION | DEALER INFORMATION | DEALER INFORMATION | | | er 30, 2025. Engine must be warrantly registered on or before November 15, 2025. | | | hudert angler must fish the Bassmaster College or High School Series tournaments. Students anglers that fish other tournament organizations but to NOT fish the Bassmaster College or High School Series will not be eligible for the BCHS Retail Purchase Bonus. | | | | |
| Model: | Last Name, First Name | Dealership Name | | Rebate documentation must be submitted by Nove annually. Mercury Racing and Pacemaker engines | mber 15, 2025. B.A.S.S. A | Vilance eligible applicant may submit one rebate | | - All serial numbers must be | provided for consideration. Boat and Merc | ury engine must be warranty registered to the angler, parent, legal guardian or | | | |
| Year: | Last Name, First Name | Dealership Name | | for all Mercury engines, as provided by dealer on b | II of sale. | resides are sases on pusiones search sase prices | 3 - 3 | | I not be issued to anglers whose boatlenging in conjunction with any other Mercury, Trito | | r | | |
| LOWRANCE | Street Address | State | | (PLEASE AL | LOW 4-6 WEEKS FOR P | ROCESSING) | Substal: 5 | | | purchase bonus check will be made/mailed to the Buyer listed below. | | | |
| Model: | | | | Complete the entire form below. | - dealer | | Tax 8. Shipping | - Angler must be a member | of the B.A.S.S. Nation prior to purchase to | be eligible | | | |
| Serial: | City State Zip | Date of Sale Date of Delivery | | Provide a copy of the bill of sale from the Must include serial number(s) and | Mercury part number. | | information charges and | Attach a copy of the | Buyer's signed Bill of Sale, Boat and En | igine Warranty Registration confirmation | | | |
| Please attach copy of current boat/motor warranty r | Daytime Phone # Evening Phone # | Boat Model Serial Number | | Sale must be during the program to 3. Email rebate form and bill of sale to mar | meframe (Oct. 31, 2024 - keting programs@mercn | Oct. 30, 2025) narine.com. | | Attach a copy of proof of membership on a High School or College fishing team. This proof could be a signed letter from feam couch on school letterhead. | | | m/mpp-gold) | | |
| ownership. Proof of ownership for Lowrance and RE bill of sale with equipment listed or proof of warrant | Dayume Frione # Evening Frione # | Boat Model Sena Number | | Engine must be registered for rebate for | m to be valid. | | | | • | | | | |
| Mercury engines must be registered to the angler submitt call warranty registration at \$20-829-5054 before submitt not be issued to angless whose engines are not registered | E-mail Address (Must be Included to receive Warranty Promotion) | Mercury Engine Model Serial Number | | ENG | REBATE LEVEL 1 | | WARETHO PRODUCE P | BUYER INFORMATION | DN | DEALER INFORMATION | Date | | |
| not be issued to anglers whose engines are not registered | I'd like to receive occasional e-mail updates, special | | шү | | 1.9 \$400 -35 \$500 | | | First Name | Last Name | Dealership Name | | | |
| ☐ Triton Bonus Approved: | offers and other information from B.A.S.S. | Dealer's Signature | | | -65 \$600 -115 \$900 | | | | | . | | | |
| ☐ Ranger Bonus Approved: | Shirt Size (circle one) | | | 150 | 0-175 \$1200 00 \$1500 | | | Street Address | | State | | | |
| ☐ Nitro Bonus Approved: | SM MD LG XLG 2XL 3XL 4XL | | 1 | | 25 \$2000 50 \$2500 | | your competition tour boat. Program discount is for the B.A.S.S. Nation | City | State Zip | Date of Sale Date of Delivery | | | |
| Mercury Bonus Approved: | Description of the second | - | | | 00 \$3200 150 \$3800 | | | Daytime Phone # | Evening Phone # | Boat Model Serial Number | | | |
| ☐ RELion Approved: | Buyer's Signature | | ercmarine.com | | 00 \$4000 | | | Dayane Prone # | Evening Priorie # | Soli Hotel | | | |
| If disapproved, please explain: | Attach a copy of the Buyer's signed Bill of Sale, B | oat and Engine Warranty Registration confirmation | "Prices are sub ID ON ALL RETUR | | UMER REBATE PROGRA | MS/PROMOTIONS APPLY | | E-mail Address (Must be I | ncluded to receive Warranty Promotion) | Mercury Engine Model Serial Number | BASS | | |
| | Outros and be as minima BASS National | and the second formation and the second seco | | Please indicate the rebate type: (Circle) Board Member (Tibe) Youth Director Conservation Director Fundraiser Package B.A.S. Nation <u>State</u> | | | | Buyer's Signature | | Dealer's Signature | | | |
| | Customer must be an existing B.A.S.S. Nation member at time of boat/motor package to qualify for this rebate. | | | Dealer Name Angler Physical Address | Angler Name | P.O Box | oct If ordered. | STUDENT ANGLER INFORMATION | | | | | |
| Triton BOATS | Provide B.A.S.S Nation Membership # | | | City | State | Z1p | out il ordered. | | | B.A.S.S. Nation Number (Required) | | | |
| MERCUR! | B.A.S.S. NATION ALLIANCE | | | Serial Number | | arily for the terms of the Alliance agreement | | First Name | Last Name | | | | |
| 201112110011 | Eligibility: | | | Angler Signature | | Date | | Street Address | | Name of School | | | |
| | To be eligible for the B.A.S.S. Nation Aliance, you must be an active member of B.A.S.S. and the B.A.S.S. Nation. Payment and application can be emailed: | | | This section allows the B.A.S.S. Alliance member to assign the rebate to the dealer in lieu of receiving a check directly | | | | City | City State Zip Shirt Size (circle one) | | | | |
| | EMAIL: rebales@wimgincentives.com | | | from Meroury Marine. | | | | <u> </u> | <u> </u> | SM MD LG XLG 2XL 3XL 4XL | | | |
| | LMML. resistes(pwimgincentives.com | | | which is clearly reflected on the bill of sale. Please deliver the rebate t | | Aercury products purchased direct from my dealer in the form of a purchase credit, se deliver the rebate to which I would otherwise be entitled directly to the dealer listed naking this rebate agreement I will not be entitled to, nor will I receive, the rebate | | Phone # | | | | | |
| | | | | | | | | E-mail Address | Student Angler's Signature | | | | |
| | | | | | | | | | PLEASE RETURN TO WRMG AT: rebates@wrmgincentives.com | | | | |
| | | | | Angler Signature Date | Dealer Signature | Date | | | | | | | |



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 Alkance benefits. Plus, when YOUR STATE signs an Alkance agreement YOU and YOUR STATE receive even more

CASH & BENEFITS for YOU

Retail Purchase Bonus \$1.00 per horsepower rebate plus a warranty bonus off

Apparel package valued at \$250. 2 Tetan/Mercury, Ranker/Mercury or Nitro/Mercury sh

2 matching hats Lowrance Buff

Unprecedented Cash Awards Up TO* Win B.A.S.S. Nation State Championship

\$7,000 Win Qualifier Tournament \$32,500 Win B.A.S.S. Nation Championship \$55,000 ... Win Bassmarter Classic

508.750 ... IF YOU WIN IT ALL New Qualifier Tournament Bonus Program Potential \$25,000 available to be won. Major discounts on Allians

Wireing angler receives a BASS Nation Championship Buckle

CASH & BENEFITS for YOUR STATE

State Alliance Cash Incentives

implonship for winning fours

Discounted Product The State and 2025 For 1 angles (det eligible for limited discounted product















LOWRANCE REMON

Payant assumes are dependent on angles and state menting all Altiance rates and specifications. See Eritonboats.com, rangerboats.com or 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









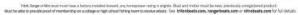












SHARING OUT KEY Promotions

As part of the Mercury initiatives to help to amplify important messages with our key partners, you will receive our bimonthly 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.







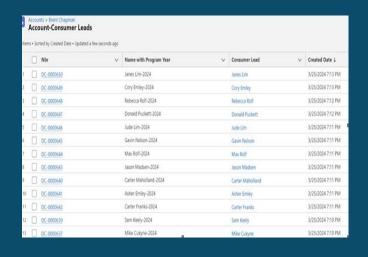


Lead to Sales Program – Need your help to show the great work done by the B.A.S.S. Nation States

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









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







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!