Lowrance Renews FLW Sponsorship In 2014

FLW Outdoors, Lowrance have announced a multi-year sponsorship agreement that will extend through the 2015 season

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FLW, the world’s premier tournament-fishing organization, and Lowrance, a leader in marine electronics, have announced a multi-year sponsorship agreement that will extend through the 2015 season. Financial terms of the deal were not disclosed.

Lowrance’s partnership with FLW has historically been profitable for both parties and the anglers involved. Recently, Lowrance has produced innovations across the board, from HDS Gen2 Touch displays and StructureScan® HD to DownScan Imaging™ and the Insight Genesis™ web-based map-making tool. FLW Tour anglers had the opportunity to put the new HDS Gen2 Touch units to work in 2013 and did so with great results throughout the season. In 2014, FLW Tour pros will once again showcase the fishing features of Lowrance electronics, especially in the Pickwick Lake and Kentucky Lake events, where locating deep fish will play vital roles in the tournaments.

Also in 2014, Lowrance has launched an industry-leading commitment to college fishing, through the Insight Genesis™ College Cup, which will award more than $100,000 in Lowrance product. In the year-long competition, college bass anglers and teams compete by recording sonar log data and uploading it to the Insight Genesis College Cup website. Individuals and teams that upload the most sonar data, by acreage, will win monthly and annual prizes. Learn more at https://collegecup.lowrance.com/.

Lowrance will receive exposure across all of FLW's platforms, including its tournaments and Expos, multiple websites, FLW Bass Fishing magazine and the Emmy-nominated “FLW” television show on NBC Sports Network. "FLW" is broadcast Sundays in high-definition (HD) to more than 564 million households worldwide, making it the most widely distributed weekly outdoors-sports television show in the world.

The Lowrance brand (http://www.lowrance.com) is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world’s-largest marine electronics company, and is the parent company to leading marine-electronics brands Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide.

ABOUT FLW
FLW is the industry’s premier tournament-fishing organization, providing anglers of all skill levels the opportunity to compete for millions in prize money nationwide in 2014 over the course of 229 tournaments across five tournament circuits, four of which provide an avenue to the sport’s richest payday and most coveted championship trophy – the Forrest Wood Cup. FLW tournament fishing can be seen on the Emmy-nominated “FLW” television show and is broadcast to more than 564 million households worldwide, making it the most widely distributed weekly outdoors-sports television show in the world. FLW is committed to providing a lifestyle experience that is the “Best in Fishing, On and Off the Water.” For more information about FLW visit FLWOutdoors.com and look for FLW on Twitter, Facebook, Pinterest and YouTube.