

February 2024

BOATLIFE FISHING CHAMPIONSHIP 2024: A YEAR-LONG SEA ANGLING ADVENTURE

[BoatLife](#) is thrilled to announce the launch of the **Catch & Release 2024 Pro Boat Angling Championship**, marking a high-octane journey across eight rounds and four stages throughout the year. This professional championship is not just a competition; it's a docu-series that will shadow the teams across the UK and Channel Islands, offering a unique behind-the-scenes look at the preparation, challenges and victories in the world of boat angling.

This groundbreaking online TV series will showcase the teams, connecting the audience with their stories and bringing the competition to life. From practice sessions to equipment updates, viewers can enjoy a close-up view of the teams' dedication and strategies. By presenting the tournament in this format, BoatLife aims to engage the audience continuously with regular unseen edits, as well as providing exposure for the brands and team members involved.

BoatLife envisions the championship as a catalyst for growth in the leisure marine industry. The tournament aims to motivate existing boat owners to upgrade their equipment or consider investing in additional gear for angling. It also aspires to encourage those without boats to get on the water, capturing the attention of viewers plus friends and family through the year-long TV series.

The various Championship stages will be:

- Spring 2024 – May, Conwy, Wales
- Summer 2024 – July, Cowes, Isle of Wight
- Autumn 2024 – October, Plymouth, Devon
- Winter 2024 – November, Guernsey

The championship will culminate in the awards presentation at BoatLife in February 2025.

Each stage will consist of two separate rounds on Saturday and Sunday, featuring different styles of fishing. A practice day and pre-stage press day will be on Fridays. Both rounds of each stage run from 9am until 4pm, with marina access granted from 7am for media and fans to capture footage and interviews while teams prepare. Winners for each round and overall stage winners are announced at the end of each day.

A special addition to the programme is the Privateers Cup, taking place on Sundays of each stage, running separately from the championship. This allows local boat enthusiasts to participate for a small entry fee, with prizes for the winners.

BoatLife emphasises the positive impact the tournament will have on local economies. With increased hotel, restaurant, and local business bookings, B2B opportunities between brands

and local companies together with unique exposure for marinas, this new championship brings economic benefits to each venue and its community.

Furthermore, BoatLife is committed to education and awareness on marine conservation, fish welfare, sustainability and biodiversity. Presentation stages at each event will feature experts in the industry, promoting a deeper understanding and awareness among attendees.

The comprehensive coverage includes team formation, boat and equipment preparation, practice days, on-location team/workshop filming, interviews and extensive media openings. The TV series will be broadcast online, providing continuous exposure for brands and team members. With this in mind, BoatLife will offer unique sponsorship opportunities, including Headline Sponsorship across all stages and production, Per Stage Main Sponsors, Per Stage Privateers Cup sponsors, and Per Stage Drinks sponsors.

The BoatLife Fishing Tournament is more than a competition; it's a narrative, an adventure and an opportunity to be part of a groundbreaking initiative.

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About BoatLife:

BoatLife is an acclaimed boating and marine lifestyle event that celebrates the joy of all water-based activities and highlights the latest trends and innovations in the marine industry. With a diverse range of exhibitors, dedicated zones, ambassadors and watersports fun, BoatLife offers a unique experience for enthusiasts, industry professionals and families alike, all under one roof. [BoatLife Events Ltd](#) is a privately owned company founded by Richard Dove. The company is registered in London and the experienced team work remotely. The show has an all-year-round marketing programme which has established BoatLife as an innovative lifestyle brand.

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