

BLAST & CAST

BOOTS & BUCKLES ON THE BAY FISHING TOURNAMENT CAMPAIGN

[PLACE BLAST & CAST LOGO HERE]

CORE TONE REFERENCE

Authentically Texas fishing and hunting apparel for early mornings, long days, and time well spent outdoors. Designed to feel right on the boat, at the dock, in the field, or back at camp. Confident, comfortable, and community minded. Gear that looks good and holds up.

CAMPAIGN FACTS

Owner: Craig Krauskropf

Brand: Blast & Cast

Pre-Event: Captain's Meeting

Location: Matagorda Bait & Tackle

Date: May 16, 2026 at 6:30 PM

Event: Boots & Buckles on the Bay Fishing Tournament

Location: Matagorda Harbor, Matagorda Tournament Pavilion (Weigh-In)

Date: May 17, 2026

Tournament Start: 6:00 AM

Weigh-In: Junior Anglers and Teams from 2–4 PM

Contact Link: <https://www.facebook.com/p/Blast-and-Cast-100056452787854/>

CAMPAIGN PURPOSE

Brand awareness and on-site sales, with a community giveback component supporting Fort Bend County youth.

GIVEBACK MECHANIC

For every Blast & Cast shirt priced at \$30 or more sold at the event, one matching shirt will be donated to Fort Bend County youth.

PRIMARY CTA

Sign up to receive event updates, tournament information, and future Blast & Cast promotions.

SIGNUP MECHANICS

QR code at the event → email signup page

Email addresses collected for post-event follow-up, future promotions, and event announcements.

LANDING PAGE

(Destination for email + social before and during the event)

HEADLINE

Authentically Texas Gear and Accessories for the Water & Woods

SUBHEAD

Fishing and hunting apparel that looks good on the boat and holds up in the field.

BODY COPY

Blast & Cast is heading to Boots & Buckles on the Bay Fishing Tournament, and we're bringing our athletic line with us.

Designed for anglers and hunters who care about how their gear looks and performs, Blast & Cast is made for authentic Texans who love to sweat and look good doing it. Our shirts, hoodies, vests, and specialty pieces feel right at home on the boat, the dock, in the field, or back at camp.

You'll find us at the event supporting Fort Bend County youth and the Boots & Buckles on the Bay Fishing Tournament that makes it possible.

GIVING BACK

For every Blast & Cast shirt priced at \$30 or more, a matching shirt will be donated to Fort Bend County youth.

It's our way of supporting the next generation of fishermen and the community we're proud to be a part of.

EVENT DETAILS

Boots & Buckles on the Bay Fishing Tournament

Tournament Start: 6:00 AM

Weigh-In:

Matagorda Tournament Pavilion

Junior Anglers and Teams from 2–4 PM

Captain's Meeting:

Matagorda Bait & Tackle

May 16, 2026 at 6:30 PM

CATCH THE LATEST

Sign up to receive event updates, tournament information, and future Blast & Cast promotions.

> CTA: [email field] Get Hooked

For every Blast & Cast shirt priced at \$30 or more purchased at the event, one matching shirt will be donated to Fort Bend County youth. One donated item per qualifying purchase. No purchase required to sign up for email updates. Blast & Cast reserves the right to modify or end the promotion at any time.

PRE-EVENT EMAIL

SUBJECT LINE

Blast & Cast Is Gearing Up for Boots & Buckles on the Bay Fishing Tournament

EMAIL BODY

Blast & Cast is heading to Boots & Buckles on the Bay Fishing Tournament

We're bringing our athletic line of authentic and durable fishing and hunting apparel designed for early mornings, long days, and the kinds of action Texans live for.

We'll be at the event supporting the tournament and giving back. For every Blast & Cast shirt priced at \$30 or more, a matching shirt will be donated to Fort Bend County youth.

If you're fishing the tournament or just coming out to be part of it, we'd love to see you.

> CTA: [email field] Catch Every Update

FACEBOOK POST

Our fishing and hunting apparel is designed for early mornings, saltwater air, and long days outside in the fresh Texas air.

Blast & Cast is heading to Boots & Buckles on the Bay Fishing Tournament. We'll be supporting the tournament and giving back. For every Blast & Cast shirt priced at \$30 or more, a matching shirt will be donated to Fort Bend County youth.

Tournament start: 6:00 AM

Weigh-in: Matagorda Tournament Pavilion

> CTA: [email field] Stay Hooked

X POST

Outdoor apparel for early mornings and long Texas days.

> CTA: [email field] Get Hooked

TIKTOK POST

On-screen hook:

Gear for early mornings and long Texas days.

Caption:

Fishing and hunting apparel designed for Texans who don't mind sweat and sun.

Blast & Cast is heading to Boots & Buckles on the Bay Fishing Tournament. For every shirt priced at \$30 or more, one is donated to Fort Bend County youth.

> CTA: [email field] Get Hooked

YOUTUBE VIDEO

Title: Blast & Cast Gear on the Water at Boots & Buckles on the Bay Fishing Tournament in Matagorda

Description: From early morning launches to sunburned weigh-ins at the pavilion, our gear is built for the way Texans fish and hunt: with sweat and pride.

We give back too. For every Blast & Cast shirt purchased at \$30 or more, a matching shirt will be donated to Fort Bend County youth.

> CTA: [email field] Catch the Latest

POST-EVENT THANK-YOU EMAIL

Thanks for stopping by and supporting Blast & Cast, Boots & Buckles on the Bay Fishing Tournament, and Fort Bend County youth.

Thanks to you, we were able to support the next generation of anglers and outdoorsmen by providing them with Blast & Cast shirts.

We'll keep you posted on future events, new gear, and upcoming promotions.

> CTA: [email field] Stay Hooked

Thanks again for being part of the action.

- The Blast & Cast Crew

POST-EVENT QR THANK-YOU PAGE

HEADLINE

Thanks for Visiting Us

SUBHEAD

Our Brand & Giving Back

BODY COPY

We're glad you stopped by to purchase our Blast & Cast apparel and help us give back to the community. Thanks for being part of the Boots & Buckles on the Bay Fishing Tournament.

Stay Hooked

Receive updates on future events, new gear, and upcoming Blast & Cast promotions.

> CTA: [email field] Drop Your Line

For every Blast & Cast shirt priced at \$30 or more purchased at the event, one matching shirt will be donated to Fort Bend County youth. One donated item per qualifying purchase. Donations are limited to available inventory. No purchase is required to sign up for email updates. By signing up, participants agree to receive future communications from Blast & Cast. Blast & Cast reserves the right to modify or end the promotion at any time.