

## **MAXAM Tire Expands Bassmaster Partnership as a 2025 Elite Series Title Sponsor and Bassmaster Classic Local Sponsor**

*Celebrating the spirit of fishing and deepening connections with the angling community*

[Danvers, Massachusetts January 31, 2025] — MAXAM Tire, a global leader in specialty tire manufacturing, is thrilled to announce its return as the title sponsor for the 2025 Bassmaster Elite Series, further solidifying its partnership with B.A.S.S. and commitment to the fishing community.

The 2025 MAXAM Tire Bassmaster Elite at Sabine River in Orange, Texas, is set to take place from May 15–18, bringing world-class anglers and fishing enthusiasts together for four days of competition, camaraderie, and celebration of the sport. In addition, MAXAM Tire is proud to serve as a local sponsor for the prestigious Bassmaster Classic, hosted in Fort Worth, Texas, from March 21–23, 2025.

“Fishing is more than a sport—it’s a passion that connects generations and communities,” said Steve Cunningham, Director of Marketing for MAXAM Tire. “At MAXAM, we’re proud to support an event that resonates deeply with our customers and aligns with our brand’s commitment to precision, performance, and reliability. Partnering with Bassmaster allows us to continue celebrating the values of dedication and excellence that anglers bring to the water—and that we bring to every tire we design.”

Fans can enjoy live coverage of the MAXAM Tire Bassmaster Elite at Orange on Bassmaster.com and FOX Sports digital platforms starting Thursday, May 15. FS1 will also provide live broadcasts of the tournament leaders during the weekend’s competition.

MAXAM Tire’s sponsorship demonstrates the company’s passion for the sport and its dedication to empowering anglers and outdoor enthusiasts alike. From off-road terrain to the open road, MAXAM’s specialty tires are engineered to deliver peak performance in the most demanding conditions, just as anglers rely on top-tier gear to excel in challenging waters.

For media inquiries, please contact: [marketing@maxamtirena.com](mailto:marketing@maxamtirena.com)

### **About MAXAM Tire:**

MAXAM Tire is a major global specialty tire manufacturer and distributor with a strong reputation for market-leading quality, reliability, and delivered value. Our organization’s foundation is centered around world-class engineering practices and the most advanced manufacturing platforms within our industry, ensuring superior product quality.

### **About B.A.S.S.:**

B.A.S.S., which encompasses the Bassmaster tournament leagues, events, and media platforms, is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting edge content on bass fishing whenever, wherever, and however bass fishing fans want to use it. Headquartered in Birmingham, Ala., the 500,000-member organization’s fully integrated media platforms include the industry’s leading magazines (Bassmaster and B.A.S.S. Times), website (Bassmaster.com), TV show, radio show, social media programs, and events. For more than 50 years, B.A.S.S. has been dedicated to access, conservation, and youth fishing. The Bassmaster Tournament Trail includes the most prestigious events at each level of competition, including the Bassmaster Elite Series, St. Croix Bassmaster Opens Series, TNT Fireworks B.A.S.S. Nation Series, Strike King Bassmaster College Series presented by Bass Pro Shops, Strike King Bassmaster High School Series presented by Academy Sports + Outdoors, Bass Pro Shops Bassmaster Team Championship, Yamaha Rightwaters Bassmaster Kayak Series scored by TourneyX, Yamaha Bassmaster Redfish Cup Championship presented by Skeeter, and the ultimate celebration of competitive fishing, the Bassmaster Classic.