



**ELVISRIDGE**  
CAPITAL



# EXPERIENCED, FOCUSED INVESTORS IN OUTDOOR RECREATION & SPORTFISHING

**With a track record of success, Elvisridge Capital offers manufacturers or distributors of rods, reels, tackle, and other fishing-related products an opportunity to expand or sell their businesses.**

## INVESTMENT CRITERIA

We acquire or invest in established, privately held, middle- to late-stage, outdoor recreation and sportfishing manufacturers with:

- Revenues from \$1 million to \$10 million
- EBITDA of \$200,000 or more
- Niche leadership or identifiable product differentiation
- Turn-around opportunities may be of interest
- Controlling interest preferred; will consider minority investment with senior secured debt in select situations
- Ideal situation is where owners seek liquidity for estate planning purposes
- Management/employee retention is critical

## PRODUCT SECTORS

- Rods
- Reels
- Terminal Tackle
- Hard Bait Lures
- Soft Bait Lures
- Rigs
- Tools
- Gloves
- Apparel

## EXPERIENCE

Elvisridge Capital, operating partner, Bill Bolton has deep experience with products sold into the sportfishing industry, including our portfolio companies, BlackFin Rods, FINS Fishing and Glacier Outdoor.

## WHY ELVISRIDGE CAPITAL?

### *Approach*

We make investments for the long term — not simply to satisfy short-term goals. In addition, we often encourage management teams or owners to continue employment and participate in acquisitions.

We create value by providing financial support and strategic direction to achieve manageable growth and opportunity for all stakeholders.

### *Agility*

We invest our own capital. Our decisions and valuations are made locally and rapidly — not by a large committee of investors.

### *Discretion*

As focused, private investors, we consider transactions other firms may not. Often we're able to get comfortable with business risks, such as seasonality and customer concentration. In addition to providing equity, we can provide working capital and term debt with attractive terms, potentially eliminating the need for multiple debt providers.

## PORTFOLIO BRANDS



**CONTACT US**

To speak with us about capital investment or to expand or sell your business, contact Bill Bolton, Operating Partner, at (248) 310-6965 or by email at [bill@elvisridgecapital.com](mailto:bill@elvisridgecapital.com).