



SPONSORSHIP PACKAGE

February 4-6th, 2010

Call 866.203.2720

Billfish Bowl | 104000 Overseas Hwy. | Key Largo, FL 33037

www.billfishbowl.com

World Class Media Event

Billfish Bowl debuts between the NFL Pro Bowl and Super Bowl



February 4-6
2010

GRIDIRON & GREATS
BILLFISH BOWL
JIMMY JOHNSON'S BIG CHIEF
KEY LARGO
FLORIDA

LEGENDARY FOOTBALL COACH JIMMY JOHNSON PROUDLY PRESENTS THE GRIDIRON GREATS BILLFISH BOWL, SCHEDULED FOR FEBRUARY 4-6, 2010 IN KEY LARGO, THE HEART OF SOUTH FLORIDA'S BEST SAILFISH ACTION. THIS FISHING TOURNAMENT WILL BRING TOGETHER THE SPORT'S TOUGHEST SAILFISH COMPETITORS WITH SOME OF THE NFL'S MOST NOTABLE PLAYERS AND COACHES TO ENJOY FANTASTIC BILLFISH ACTION, GOOD TIMES AND RAISE MONEY FOR A WORTHWHILE CAUSE. DON'T MISS OUT ON THIS UNIQUE TOURNAMENT AND OPPORTUNITY TO FISH ALONGSIDE SOME OF THE NFL'S GREATEST PERSONALITIES.

866.203.2720
BILLFISHBOWL.COM



The Ultimate Kick-Off Party
Lingerie Football League (LFL) Fashion Show
Thursday, February 4th, 2010



Sponsorship Overview

Florida ranks number one in angler expenditures, generating more than \$4 billion each year in fishing-related activities. Most of that action takes place in South Florida and the Florida Keys, home of the Gridiron Greats Billfish Bowl.

This unique tournament will take place February 4-6, 2010, at Jimmy Johnson's Big Chill, a waterfront resort and restaurant in Key Largo, Florida, located at mile marker 104. These dates place the event one week after the NFL Pro Bowl and just days before the biggest media event in the world, Super Bowl XLIV. Both the Pro Bowl and the Super Bowl take place in Miami, an hour's drive north of Key Largo.

Two-time Super Bowl winning Coach Jimmy Johnson chose to use the Billfish Bowl to raise money for a cause close to his heart, and formed a partnership with NFL Hall of Famer Mike Ditka and Gridiron Greats Assistance Fund (GGAF). A portion of the proceeds from the Billfish Bowl will go directly to the GGAF, a 501(c)3 nonprofit organization dedicated to providing financial assistance and health services to retired football players in dire need.

The Billfish Bowl will bring together some of today's best-known football personalities with Florida's most competitive and affluent fishing teams for a world-class event. Take advantage of the action and exposure for your company by becoming a sponsor of the Gridiron Greats Billfish Bowl.

Perhaps the most valuable publicity of all will be the opportunity to be in front of potential customers and clients for three days. Unlike many fishing tournaments, the Billfish Bowl will host nightly get-togethers with food, drinks and live music. This provides a great opportunity for all sponsors to talk with and mingle with affluent tournament participants.

The sponsorship program is structured as such that you can garner publicity from live interaction with participants, rub elbows with NFL players and coaches and put your products and services in the hands and of affluent anglers and spectators alike who have the means to purchase it, all the while gaining exposure and branding your product.

Sponsorship Levels

<u>Title Sponsor</u>	Pg 6-8
<u>Jackpot Sponsor</u> (\$1 Million Dollar Sailfish).....	Pg 9-11
<u>Diamond Liquor Sponsor</u>	Pg 12-13
<u>Diamond Corporate Sponsor</u>	Pg 14-15
<u>Platinum Beer Sponsor</u>	Pg 16
<u>Platinum Sponsors</u>	Pg 17
<u>Gold Sponsors</u>	Pg 18
<u>Silver Sponsors</u>	Pg 18
<u>Tournament Bag Sponsor</u>	Pg 18
<u>Tournament Hat/Visor Sponsor</u>	Pg 19
<u>Tournament Shirt Sponsor</u>	Pg 19
<u>Coozie Cup Sponsor</u>	Pg 19
<u>Valet Sponsor</u>	Pg 20
<u>Decoration Sponsor</u>	Pg 20

Title Sponsor

Offered At: \$95,000

- Private cocktail party prior to the captains meeting and kick-off party on the resort's roof-top terrace during kick-off night! Title sponsor will get full use of a private, waterfront, rooftop terrace for secluded interaction with VIPs such as the host Jimmy Johnson, NFL Hall of Fame great Mike Ditka and many more Gridiron Great luminaries. Use this opportunity to wow your clients, business associates and friends as you kick back and watch the sunset with some of the NFL's most notable personalities and sport fishing's most powerful spenders in style with tiki torches blazing. The private party is limited to 50 people.
- Title sponsor will have full use of one (1) multi-million dollar private residence, at Jimmy Johnson's Fisherman's Cove Private Residence Club. Enjoy four days and three nights in these 3 bedroom, 3 bath, 2,300 square feet private waterfront residences overlooking the entire event from your massive balcony.
- Title sponsorship includes use of one private poolside deluxe owner cabana. These outdoor cabanas at Jimmy Johnson's Big Chill are the perfect place to entertain guests, and cozy up to contestants and celebrities. Take full advantage of the cabanas during the tournament's nightly music, parties or anytime you want. Each cabana offers a wait staff, and bottle service.
- Title sponsor will have use of one (1) private sport fishing yacht, captain and mate to build your executive 6 person fishing team. Enjoy the use of your own Deep Impact vessel (visit www.deepimpactboats.com.) These boats are built for speed and catching fish, known as the Lamborghini of the sea. Troll the reef in style on one of these amazing boats. Fish the Billfish Bowl in a Deep Impact and you'll be the first one to the fishing grounds, guaranteed.
- The title sponsor will receive one team basic entry into the fishing tournament, with the option of entering the tournament optional jackpots or calcuttas.
- One table accommodating up to ten (10) guests for the Gridiron Greats gala dinner with Academy Award winner Jaime Foxx. This exclusive dinner will take place at the Loews Hotel in South Beach, Miami. Jamie Foxx will be performing up close and personal in an intimate setting. Get up and personal with Jamie Fox on Saturday, February 7, 2010. (Additional credentials can be purchased at \$1,000 each.)

Title Sponsor (Continued)

- Full signage on the Florida Keys' busiest road. Gain unbelievable exposure along the highway and premium placement at every social gathering during the Billfish Bowl. Receive premium placement of company banner dockside, at Captains' Meeting, Kick Off Party, Awards Ceremony/Dinner, and Grand Finale Concert (banners provided by sponsor).
- Sponsor will be featured on ESPN Outdoors' top-rated television show *Wanna Go Fishing?*.
- 15 second online commercial featured exclusively before the Billfish Bowl website home page entrance. (Commercial to be provided by sponsor.)
- Company name included into the official Billfish Bowl logo.
- Company name on tournament apparel.
- Maximum exposure through email marketing and newsletters. Company name included in all public relations materials, including press releases, public service announcements.
- Featured Title Sponsor page/section on www.billfishbowl.com.
- Retail opportunities: Set up shop if you desire and promote exclusive products and services.
- Captain's bags. Each team member will receive a captain's bag. All sponsors are encouraged to contribute product and literature to go inside the bags.
- Exposure in Jimmy Johnson's Big Chill restaurant, bar, pool and cabana club, which averages several thousand customers a week. Event posters will hang in Jimmy Johnson's Big Chill and sports bar for several weeks leading up to the event.
- Gain exposure to contestants at the award's dinner, and the opportunity to participate in the awards ceremony and grand finale concert.
- Top prize winners will receive their name(s) on the perpetual Billfish Bowl trophy featuring the title sponsor's name to be forever displayed at Jimmy Johnson's Big Chill.

Title Sponsor (Continued)

- Acknowledgment on the highly rated, Paul and Young Ron radio show heard on Clear Channel Radio from the Florida Keys to the Space Coast.
- Opportunity for company representative to speak at Awards Ceremony/Dinner
Sixteen (16) credentials to Captains' Meeting
Sixteen (16) credentials to Private Title Sponsor Cocktail Party
Sixteen (16) credentials to Kick Off Party
Sixteen (16) credentials to Awards Ceremony/Dinner
Sixteen (16) credentials to Grand Finale Concert
- Sponsor will have opportunity to fish with Gridiron Greats NFL player/celebrity during tournament.
- Reserved head table for sixteen (16) at tournament award ceremony / dinner with private server.
- Prominent logo inclusion on back drops for VIP tournament red carpet entrance, photo board, kick off party, and podium area for awards ceremony.
- Title sponsor representative will have the opportunity to present check to overall tournament winner and have name brand recognition/logo on check for grand prize money.
- Title sponsor will have photo opportunity with hosts Jimmy Johnson and Mike Ditka along with several other Hall Of Fame Gridiron Greats.

Jackpot Sponsor (The \$1 Million Dollar Sailfish)

Offered At: \$50,000

The Million-Dollar Sailfish sponsor will have the unique opportunity to showcase their brand on a national and international stage through newspaper, radio, websites, blogs, e-blasts, print media and a major media blitz to gain attention and reach mass audiences.

For example: If COMPANY X came on board as the Million-Dollar Sailfish sponsor, the company would gain major attention and increase brand awareness, interest and excitement by offering all participating anglers the chance to catch a \$1 million sailfish during the two-day tournament scheduled for Feb. 4-6. The Million-Dollar sailfish would be labeled and referred to as the COMPANY X Million-Dollar Sailfish Jackpot.

The concept: Before the Billfish Bowl, 10 sailfish will be tagged and released with the special tags. One (1) sailfish will randomly be chosen as the \$1 million dollar fish. Other tagged fish caught can be rewarded with supplemental prizes if desired. If an angler catches the sailfish tagged with the million-dollar tag, he or she wins \$1 million. The prize money will be paid out by a third-party insurance company.

The Gridiron Greats Billfish Bowl is one of the most highly anticipated and exciting fishing tournaments to ever take place. This exclusive sport fishing tournament will bring together Florida's toughest sailfish competitors and legendary football personalities such as Mike Ditka, Jimmy Johnson, and 40 other NFL greats associated with the nonprofit organization Gridiron Greats, a 501 (c) 3 nonprofit organization that raises funds to support retired football players in need of health care and other necessities. All of these celebrities will fish and mingle with 250 tournament anglers (based on 45 teams) and thousands of guests at Jimmy Johnson's Fisherman's Cove and Big Chill in Key Largo, Florida, located bayside at Mile Marker 104.

The Billfish Bowl will host nightly happy hour / sunset parties, featuring live bands and the chance to rub elbows with some of football's most notable players, coaches and owners. At the close of the final day of fishing, there will be an awards dinner and an all-out celebration.

Jackpot Sponsor Details:

- Jackpot sponsor will receive major public relations push and visibility in national and international markets relating to Super Bowl, Sport Fishing, and Celebrity outlets.
- Jackpot sponsor will have full use of one (1) multi-million dollar private residence, at Jimmy Johnson's Fisherman's Cove Private Residence Club. Enjoy four days and three nights in these 3 bedroom, 3 bath, 2,300 square foot private waterfront residences.
- Jackpot sponsor will have use of one (1) private sport fishing yacht, captain and mate to build your executive 6 person fishing team. Enjoy the use of your own Deep Impact vessel (visit www.deepimpactboats.com.) These boats are built for speed and catching fish, known as the Lamborghini of the sea. Troll the reef in style on one of these amazing boats. Fish the Billfish Bowl in a Deep Impact and you'll be the first one to the fishing grounds, guaranteed.
- Jackpot Sponsor will receive one free team basic entry into the fishing tournament (All Calcutta's are the responsibility of the sponsor to opt-in).
- Jackpot sponsorship includes use of one private poolside deluxe owner cabana. These outdoor cabanas at Jimmy Johnson's Big Chill are the perfect place to entertain guests, and cozy up to contestants and celebrities. Take full advantage of the cabanas during nightly music, parties or anytime you want. Each cabana offers a wait staff, and bottle service.
- Jackpot sponsor will receive exclusive website exposure for the \$1 million dollar sailfish promotion and inquiry database for leads.
- Jackpot sponsor receive rich media advertisement on homepage to drive traffic to exclusive website.
- Jackpot sponsor will receive placement on radio, print, television, Internet and major networks.
- Jackpot sponsor will be featured on ESPN 2 Outdoors top-rated television show *Wanna Go Fishing?*
- Acknowledgment on the highly rated, Paul and Young Ron radio show heard on Clear Channel Radio from the Florida Keys to the Space Coast.
- Jackpot sponsor will receive prominent logo inclusion on all signage, print material and advertising.
- Jackpot sponsor will have premium placement of company banner dockside, at captains' meeting, kick off party, and award ceremony/dinner (banner to be provided by sponsor)
- Jackpot Sponsor will receive ten (10) V.I.P. credentials for tournament parties. These V.I.P. credentials are good for drinks and entrance to exclusive areas of the event where only celebrity anglers and other sponsors will be allowed.
- Jackpot Sponsor is encouraged to display product and/or boats and banners at the event.

Jackpot Sponsor Details (Continued)

- Jackpot Sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Jackpot Sponsor will be allowed to sell retail items at the event and display their products if they so desire.
- Reserved table for ten (10) at award ceremony/dinner and concert recognized as a major sponsor participant.
- Sponsor will receive name recognition at award ceremony/dinner and have opportunity to speak at the dinner.
- Sponsor will have opportunity to fish with Gridiron Great NFL player/celebrity during tournament.

Diamond Liquor Sponsor (Limited to one sponsor)

Offered At: \$40,000

- Diamond Liquor Sponsor will have full use of one (1) multi-million dollar private residence, at Jimmy Johnson's Fisherman's Cove Private Residence Club. Enjoy four days and three nights in these 3 bedroom, 3 bath, 2,300 square foot private waterfront residences, overlooking the entire event from a massive private balcony.
- Diamond Liquor Sponsor will have opportunity to feature brand(s) and supply the title sponsors private cocktail party and have secluded interaction with VIP's such as Jimmy Johnson, NFL hall of fame great Mike Ditka and many more Gridiron Great luminaries and their guests creating many celebrity photo opportunities for effective branding.
- Diamond Liquor Sponsor will receive one (1) free entry into the fishing tournament. (All optional calcuttas are the responsibility of the sponsor to opt-in.)
- Diamond Liquor Sponsor will be supplied with one (1) sport fishing yacht, captain and mate to build your executive 6 person fishing team. Enjoy the use of your own Deep Impact vessel (visit www.deepimpactboats.com) These boats are built for speed and catching fish, known as the Lamborghini of the sea. Troll the reef in style on one of these amazing boats. Fish the Billfish Bowl in a Deep Impact and you'll be the first one to the fishing grounds.
- Diamond Liquor Sponsor will have option to include a Gridiron Great NFL player/celebrity on executive fishing team during tournament.
- Diamond Liquor Sponsor will have exclusive liquor offering/branding at all events including the kickoff party, awards ceremony/dinner, and grand finale concert.
- Diamond Liquor Sponsor will have full use of one (1) private deluxe poolside owner's cabana for all tournament events, including parties, the kickoff, awards/dinner ceremony, grand finale concert. Nightly bottle service is included with the cabana.
- Diamond Liquor Sponsor will receive prominent logo inclusion on all signage, print material, advertising, website and more.
- Diamond Liquor Sponsor will have premium placement of company or brand banners dockside at captains' meeting, kickoff party, awards ceremony/dinner and grand finale concert (banners to be provided by sponsor).
- Diamond Liquor Sponsor will receive ten (10) V.I.P. credentials for tournament parties. These V.I.P. credentials are good for food and beverage and entrance to exclusive areas of the event where only celebrity, anglers and other sponsors will be permitted.
- Diamond Liquor Sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all Captains' Bags.
- Diamond Liquor Sponsor will have the opportunity to present check to Day Two calcutta winner and have brand name recognition/logo on check for most billfish releases.

Diamond Liquor Sponsor (Continued)

- Diamond Liquor Sponsor will have reserved table for ten (10) at award ceremony/dinner and concert.
- Diamond Liquor Sponsor will receive name recognition at award ceremony/dinner and the opportunity to have a representative speak at the dinner.
- Diamond Liquor Sponsor will have opportunity to set-up satellite stations/bars for liquor demonstrations through-out the entire event.
- Liquor brand acknowledgment on the highly rated, Paul and Young Ron radio show heard on Clear Channel Radio from the Florida Keys to the Space Coast. (Brand(s) to be determined)
- Diamond Liquor Sponsor will have photo opportunity with hosts Jimmy Johnson, Mike Ditka and other Gridiron Greats.

Diamond Corporate Sponsor

Donation: \$40,000

- Diamond Corporate Sponsor will have full use of one (1) multi-million dollar private residence at Jimmy Johnson's Fisherman's Cove Private Residence Club. Enjoy four days and three nights in these 3 bedroom, 3 bath, 2,300 square foot private waterfront residences.
- Diamond Corporate Sponsor will have the opportunity to participate and co-host title sponsors private cocktail party and have secluded interaction with VIP's such as Jimmy Johnson, NFL hall of fame great Mike Ditka and many more Gridiron Great Luminaries and there guests creating many celebrity photo opportunities for effective branding.
- Diamond Corporate Sponsor will receive one (1) free base entry into the fishing tournament.
- Diamond Corporate Sponsor will be supplied with one (1) sport fishing yacht, captain and mate to build your executive 6 person fishing team. Enjoy the use of your own Deep Impact vessel (visit www.deepimpactboats.com). These boats are built for speed and catching fish, known as the Lamborghini of the sea. Troll the reef in style on one of these amazing boats. Fish the Billfish Bowl in a Deep Impact and you'll be the first one to the fishing grounds.
- Diamond Corporate Sponsor will have exclusive presentation areas for services/products at all events including, kick off party, awards ceremony/dinner, and grand finale concert.
- Diamond Corporate Sponsor will have full use of one private poolside owner's cabana for all tournament events, including parties, the kick-off, awards/dinner ceremony, grand finale concert. Nightly bottle service is included with the cabana.
- Diamond Corporate Sponsor will receive prominent logo inclusion on all signage, print material, advertising, website and more.
- Diamond Corporate Sponsor will have premium placement of company or brand banners dockside, at captains' meeting, kick-off party, awards ceremony/dinner and grand finale concert (banners to be provided by sponsor).
- Diamond Corporate Sponsor will receive 10 V.I.P. credentials for tournament parties. These V.I.P. credentials are good for food and beverage and entrance to exclusive areas of the event where only celebrity, anglers and other sponsors will be allowed.
- Diamond Corporate Sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CD/DVDs to be distributed in all captains' Bags.
- Diamond Corporate Sponsor will have the opportunity to present check to Day One Calcutta winner and have brand name recognition/logo on check for most sailfish releases.
- Diamond Corporate Sponsor will have reserved table for ten (10) at award ceremony/dinner and concert.

Diamond Corporate Sponsor (Continued)

- Diamond Corporate Sponsor will receive name recognition at award ceremony/dinner and the opportunity to have a representative speak at the dinner!
- Diamond Corporate Sponsor will have option to include a Gridiron Great NFL player/celebrity on executive fishing team during tournament.
- Diamond Corporate Sponsor will have opportunity to set-up satellite stations for services/product demonstrations through-out the entire event.
- Acknowledgment on the highly rated, Paul and Young Ron radio show heard on Clear Channel Radio from the Florida Keys to the Space Coast
- Diamond Corporate Sponsor will have photo opportunity with hosts Jimmy Johnson, Mike Ditka and other Gridiron Greats.

Platinum Beer Sponsor (Limited to one (1) sponsor)

Donation: \$20,000

- **Platinum Beer Sponsorship offers brand exclusivity.**
- Platinum Beer Sponsor will have daily use of the private roof-top terrace for private and shared cocktail parties.
- Platinum Beer Sponsor will have full use of one private poolside cabana for all tournament events, including nightly parties, the awards ceremony, banquet and concert. Nightly bottle service is included with the cabana.
- Platinum Beer Sponsor will receive one free team entry into the fishing tournament and (all calcutta entries are optional and not included).
- Platinum Beer Sponsor will have opportunity to feature their brand(s) and co-host title sponsors private cocktail party and have secluded interaction with VIP's such as Jimmy Johnson, NFL hall of fame great Mike Ditka and many more Gridiron Great Luminaries and there guests creating many celebrity photo opportunities for effective branding.
- Platinum Beer Sponsor will have opportunity to set-up satellite stations/bars for beer demonstrations throughout the entire event.
- Platinum Beer Sponsor will receive a one page exclusive on the event's website at www.billfishbowl.com.
- Platinum Beer Sponsor will receive maximum exposure through email marketing and newsletters. Company name included in all public relations materials, including press releases, public service announcements.
- Platinum Beer Sponsor will receive prominent logo inclusion on all signage, print material and advertising.
- Platinum Beer Sponsor will have premium placement of company or brand banners dockside, at captains' meeting, kick-off party, awards ceremony/dinner and grand finale concert (banners to be provided by sponsor).
- Platinum Beer Sponsor will receive ten (10) V.I.P. credentials for tournament parties. These V.I.P. credentials are good for drinks and entrance to exclusive areas of the event where only anglers, celebrity and other sponsors will be allowed.
- Platinum Beer Sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Reserved table for ten (10) at award ceremony/dinner and concert.

Platinum Sponsor (Limited to three (3) sponsors)

Offered At: \$20,000

- **Platinum sponsorship offers the opportunity to feature brand(s)**
- Platinum Sponsors will have daily use of the private roof-top terrace for private and shared cocktail parties.
- Platinum Sponsors will have full use of one private poolside cabana for all tournament events, including nightly parties, the awards ceremony, banquet and concert. Nightly bottle service is included with the cabana.
- Platinum Sponsors will receive one free team entry into the fishing tournament (All calcutta entries are not included).
- Platinum Sponsors will receive maximum exposure through email marketing and newsletters. Company name included in all public relations materials, including press releases, public service announcements.
- Platinum Sponsors will receive one page exclusive the event website at www.billfishbowl.com.
- Platinum Sponsors will receive prominent logo inclusion on all signage, print material and advertising.
- Platinum sponsors will have premium placement of company or brand banners dockside, at captains' meeting, kick-off party, awards ceremony/dinner and grand finale concert (banners to be provided by sponsor)
- Platinum Sponsors will receive ten (10) V.I.P. credentials for tournament parties. These V.I.P. credentials are good for food and beverage and entrance to exclusive areas of the event where only anglers, celebrity and other sponsors will be allowed.
- Platinum Sponsors are encouraged to display product and banners at the event.
- Platinum Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CD/DVDs to be distributed in all captain's bags.
- Platinum Sponsors will be allowed to sell retail items at the event and display their products if they so desire.
- Reserved table for ten (10) at award ceremony/dinner and concert.

Gold Sponsor (Limited to thirteen (13) sponsors)

Offered at: \$10,000

- Gold Sponsors will receive 10' x10' onsite display tent to market services and product in high volume pedestrian areas.
- Gold Sponsors will receive logo inclusion on all signage, print material, Internet and advertising.
- Gold Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Gold Sponsors are also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Gold Sponsors will receive event credentials for eight (8) people to attend the captain's meeting, kickoff party, nightly happy hours and awards ceremony/dinner and concert. Additional credentials can be purchased for \$350 each.

Silver Sponsor:

Offered at: \$3,500

- Silver Sponsors will receive four (4) credentials to attend the kickoff party, awards ceremony/dinner and concerts. Additional credentials can be purchased for \$200 each.
- Silver sponsors will receive logo inclusion on all print advertising, Internet and signage.
- Silver Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all Captains' Bags.
- Silver Sponsors will have the opportunity to exclusively place products into silent auctions and raffles.

Tournament Bag Sponsor.

Offered at: Call for pricing

- Prominent logo identification on tournament goody bags (300).
- Bag sponsor will receive logo inclusion on all signage, print material and advertising.
- Bag Sponsor will be able to display their product for participants to view.
- Bag Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Bag Sponsors are also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Bag Sponsors will receive four (4) credentials to attend the kickoff party and awards ceremony/dinner and concert. Additional credentials can be purchased for \$350 each.

Tournament Hat/Visor Sponsor

Offered at: Call for pricing

- Prominent logo identification on tournament hats (300).
- Hat sponsor will receive logo inclusion on all signage, print material and advertising.
- Hat Sponsor will be able to display their product for participants to view.
- Hat Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Hat Sponsors are also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Hat Sponsors will receive four (4) credentials to attend the kickoff party and awards ceremony/dinner and concert. Additional credentials can be purchased for \$350 each.

Tournament Shirt Sponsor

Offered at: Call for pricing

- Prominent logo identification on tournament fishing shirts (300).
- Shirt Sponsor will receive logo inclusion on all signage, print material and advertising.
- Shirt Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Shirt Sponsors are also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Shirt Sponsors will receive four (4) credentials to attend the kickoff party, awards ceremony/dinner and concerts. Additional credentials can be purchased for \$350 each.

Coozie Cup Sponsor

Offered at: Call for pricing

- Prominent logo identification on tournament coozies (500).
- Coozie sponsor will receive logo inclusion on all signage, print material and advertising.
- Coozie Sponsors are encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Coozie Sponsors are also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Coozie Sponsors will receive two (2) credentials to attend the kickoff party, awards ceremony/dinner and concert. Additional credentials can be purchased for \$350 each.

Valet Sponsor

Offered at: Call for pricing

- Valet sponsor will have banner/signage at entrance to Jimmy Johnson's Big Chill and VIP staging areas for celebrities and red carpet entrance areas. (supplied by sponsor)
- Valet sponsor will have signage on all golf cart valet support vehicles (supplied by sponsor).
- Valet sponsor will receive logo inclusion on all signage, print material and advertising.
- Valet sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Valet sponsor is encouraged to provide product or services to be raffled off as part of a charitable donation.
- Valet sponsor will receive two (2) credentials to attend the kickoff party, awards ceremony/dinner and concerts. Additional credentials can be purchased for \$350 each.

Decoration Sponsor

Offered at: Call for pricing

- Decoration sponsor will be recognized and responsible for the center pieces and décor of the award ceremony dinner.
- Decoration sponsor will receive logo inclusion on all signage, print material and advertising.
- Decoration sponsor is encouraged to provide marketing items (caps, shirts, product, etc.) and literature or CDs to be distributed in all captain's bags.
- Decoration sponsor is also encouraged to provide product or services to be raffled off as part of a charitable donation.
- Decoration sponsor will receive two (2) credentials to attend the kickoff party, awards ceremony/dinner and concerts. Additional credentials can be purchased for \$350 each.

For Sponsorship Sales: Contact Richard Cipriano at ciprianor@digitalcapitalgroup.com or 305-608-1690.