2020 OFFICIAL SPONSORSHIP OPPORTUNITIES

Ocean City, Maryland

P.O. Box 737 Ocean City, MD 21843-0737
410.289.9229 • sashwhitemarinopen@comcast.net
The White Marlin Open in Ocean City, Maryland is the World's Largest Billfish Tournament. For the past 45 years, anglers from all-over the world have competed to catch the heaviest White Marlin. White Marlin Open week is the busiest week of the year for the town of Ocean City, Maryland. With over 2,500 participants, their families, and the tens of thousands of spectators who come to watch the weigh-ins, the White Marlin Open is the premier event of the summer.

**2019 STATS**

**wmoapparel.com**

2019 stats (1/1/2019 - 12/31/2019)

- **74,162** sessions
- **50,665** users
- **239,359** pageviews

**whitemarlinopen.com**

2019 stats (1/1/2019 - 12/31/2019)

- **766,111** sessions
- **298,012** Users
- **2,313,779** Pageviews
- **00:03:57** Avg. Session Duration

Visitors spent almost 3:00 on the marlin cam page

**Facebook**

- **68,816** Total Page Likes
- Weigh In posts during 2019 tournament reached over **50,000+** people each.
- Some reaching almost **300,000** people!

**Instagram**

- **22,600** Followers

**Spectators** at the marina during the event
- **4,000** per day
Official Platinum Sponsor Benefits

- **Company name in all press releases**

- **A 1/2 page color ad** in the May 2020 brochure. Distribution to all major fishing centers from New York to Florida, more than 10,000 past anglers, boat owners, fishing enthusiasts and more (Total distribution: 17,000; print deadline is March 15, 2020)

- **A 1/2 page black and white ad and listing on the sponsor page in the White Marlin Open Magazine** (Comes with the option to upgrade the ad to color for a fee; print deadline is June 15). An online version of the magazine will be available at whitemarlinopen.com

- **Company name printed on the White Marlin Open event poster.** Distribution in the Ocean City area 3 weeks prior to the tournament

- **Company name in thank you ad in local papers**

- **Your logo and hyperlink on the sponsor page of the White Marlin Open website.** Active from sign up through October 1, 2020

- **Prime booth space during registration** (2 days) and tournament week (5 days) along major thoroughfare of Harbour Island Marina. **Half of a 20x30 tent space**, approx. 50ft. from the weigh station, as well as tables and chairs are provided. Electricity can be provided if needed.

- **Multiple Daily Loud Speaker sponsor announcements during weigh-ins** (Heard by 20,000+ spectators at Harbour Island)

- **Option to place promotional materials in the Captain’s Bags that each crew receives**

- **Option to present a special award or prize at the awards ceremony** the Saturday following the tournament (With approval, new awards categories may be created.)

- **Opportunity to hang a banner at the awards ceremony**

- **Your company will be listed as an official sponsor on the big screens that are placed at the weigh scale. Thousands of people gather nightly to watch the live feed from the big screens. The live feed is also available through our website.**
Official Diamond Sponsor Benefits

- **Company name in all press releases**
- **One 1/4 page color ad in the May 2020 brochure.** Distribution to all major fishing centers from New York to Florida, more than 9,000 past anglers, boat owners, fishing enthusiasts and more (Total distribution: 17,000; print deadline is March 15, 2020)
- **A ½ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine** (Comes with the option to upgrade the ad to color for a fee; print deadline is June 15). An online version of the magazine will be available at whitemarlinopen.com
- **Company name printed on the White Marlin Open event poster.** Distribution in the Ocean City area 3 weeks prior to the tournament
- **Company name in thank you ad in local papers**
- **Your logo and hyperlink on the sponsor page of the White Marlin Open website.** Active from sign up through October 1, 2020
- **Booth space during registration** (2 days) and tournament week (5 days) along a major thoroughfare of Harbour Island Marina. Your company will receive a 9x10 tent space, as well as tables and chairs are provided. Electricity can be provided if needed.
- **Multiple Daily Loud Speaker sponsor announcements** during weigh-ins (Heard by 20,000+ spectators at Harbour Island)
- **Option to place promotional materials in the Captain’s Bags that each crew receives**
- **Option to present a special award or prize at the awards ceremony** the Saturday following the tournament (With approval, new awards categories may be created.)
- **Opportunity to hang a banner at the awards ceremony**
- **Your company will be listed as an official sponsor on the big screens that are placed at the weigh scale. Thousands of people gather nightly to watch the live feed from the big screens. The live feed is also available through our website.**
Official Gold Sponsor Benefits

- Company name in all press releases
- One ¼ page color ad in the May 2020 brochure. Distribution to all major fishing centers from New York to Florida, more than 9,000 past anglers, boat owners, fishing enthusiasts and more (Total distribution: 17,000; print deadline is March 15, 2020)
- A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine (Comes with the option to upgrade the ad to color for a fee; print deadline is June 15). An online version of the magazine will be available at whitemarlinopen.com
- Company name printed on the White Marlin Open event poster. Distribution in the Ocean City area 3 weeks prior to the tournament
- Company name in thank you ad in local papers
- Your logo and hyperlink on the sponsor page of the White Marlin Open website. Active from sign up through October 1, 2020
- Booth space during registration (2 days) where all registrants have to walk past. An 8 foot table, as well as tables and chairs are provided.
- Multiple Daily Loud Speaker sponsor announcements during weigh-ins (Heard by 20,000+ spectators at Harbour Island)
- Option to place promotional materials in the Captain’s Bags that each crew receives
- Option to present a special award or prize at the awards ceremony the Saturday following the tournament (With approval, new awards categories may be created.)
- Opportunity to hang a banner at the awards ceremony
- Your company will be listed as an official sponsor on the big screens that are placed at the weigh scale. Thousands of people gather nightly to watch the live feed from the big screens. The live feed is also available through our website.
Official Silver Sponsor Benefits

- Company name in all press releases

- One ¼ page color ad in the May 2020 brochure. Distribution to all major fishing centers from New York to Florida, more than 9,000 past anglers, boat owners, fishing enthusiasts and more. (Total distribution: 17,000; print deadline is March 15, 2020)

- A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine. (Comes with the option to upgrade the ad to color for a fee; print deadline is June 15). An online version of the magazine will be available at whitemarlinopen.com

- Company name printed on the White Marlin Open event poster. Distribution in the Ocean City area 3 weeks prior to the tournament

- Company name in thank you ad in local papers

- Your logo and hyperlink on the sponsor area, and on the live webcast page, of the White Marlin Open website. Active from sign up through October 1, 2020

- Multiple Daily Loud Speaker sponsor announcements during weigh-ins (Heard by 20,000+ spectators at Harbour Island)

- Option to place promotional materials in the Captain’s Bags that each crew receives

- Opportunity to hang a banner at the awards ceremony

- Your company will be listed as an official sponsor on the big screens that are placed at the weigh scale. Thousands of people gather nightly to watch the live feed from the big screens. The live feed is also available through our website.
Official Bronze Sponsor Benefits

- Company name in all press releases
- One ¼ page color ad in the May 2020 brochure. Distribution to all major fishing centers from New York to Florida, more than 10,000 past anglers, boat owners, fishing enthusiasts and more (Total distribution: 17,000; print deadline is March 15, 2020)
- A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine (Comes with the option to upgrade the ad to color for a fee; print deadline is June 15). An online version of the magazine will be available at whitemarlinopen.com
- Company name printed on the White Marlin Open event poster. Distribution in the Ocean City area 3 weeks prior to the tournament
- Company name in thank you ad in the local paper
- Your logo and hyperlink on the sponsor area, and on the live webcast page, of the White Marlin Open website. Active from sign up through October 1, 2019
- Multiple Daily Loud Speaker sponsor announcements during weigh-ins (Heard by 20,000+ spectators at Harbour Island)
- Your company will be listed as an official sponsor on the big screens that are placed at the weigh scale. Thousands of people gather nightly to watch the live feed from the big screens. The live feed is also available through our website.
Visor & Hat Sponsorship

Sponsor will provide participants with a minimum of 3 hats and 3 visors per bucket. Hats and visors will be embroidered with the White Marlin Open logo and may also include one additional company logo. Hats and visors should be delivered to the White Marlin Open no later than June 1, 2020. This opportunity may not be combined with the Bucket or Participant Shirt Sponsorship.
Participant Shirt Sponsorship

Sponsor will provide a minimum of 4-6 shirts per bucket for tournament participants. Shirts must include “Participant of the 2020 White Marlin Open” in the design, and must be pre-approved by tournament officials. One other company logo may appear on the shirts. Shirts should be delivered to the White Marlin Open no later than June 1, 2020. This opportunity may not be combined with the Bucket or Visor & Hat Sponsorship.
Some of our past Platinum Sponsors
Some of our past Diamond Sponsors

Salt Life

Some of our past Gold Sponsors

Clarion Resort

BERTRAM

Bermuda Triple Crown No.1 Bullfish 2012 Champion

Samuel Adams

COSTA

Casa Vieja Lodge

Huk

Pearl

Life
Some of our past Silver Sponsors

Some of our past Bronze Sponsors
White Marlin Open Sponsorship Agreement

Company/Sponsor Name_________________________________________ Date __________________________

Authorized Representative ___________________________________ Email _______________________________________

Street Address __________________________________________________

City __________________________ State _______________ Zip _________________

Phone ___________________________ Fax ____________________________

Sponsorship Level

☐ Platinum ☐ Silver

☐ Diamond ☐ Bronze

☐ Gold ☐ Vendor Only

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Special Instructions _____________________________________________

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White Marlin Open Sponsorship Authorization

A **50% deposit** is due at the time of commitment. The balance of all sponsorships is due by **August 1, 2020**.

*Please make checks payable to:*
White Marlin Open P.O. Box 737
Ocean City, MD 21843

As an authorized representative for the above Sponsor, I understand the terms and conditions of this agreement and the benefits I am to receive as a White Marlin Open Sponsor per the 2020 published “Sponsorship Opportunities”. I am authorized to commit to such on behalf of the above named entity, and agree to pay the amount described herewith.

_________________________________________  
Signature  

______________________________  
Date

_________________________________________  
White Marlin Open Representative Signature  

______________________________  
Date
Live Broadcast Advertising Opportunities

Discounts available for current sponsors of White Marlin Open, Hooked on OC and Fish in OC.

Sponsors may provide their commercial at no additional charge. Hooked on OC will produce commercials at the rate of $500 for :15 seconds and $750 for :30 seconds.