2019 OFFICIAL SPONSORSHIP OPPORTUNITIES
Ocean City, Maryland
P.O. Box 737 Ocean City, MD 21843-0737
410.289.9229 • sashawhitemarlinopen@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 2,000 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.

2018 STATS

wmoapparel.com
2018 stats (1/1/2018-12/31/2018)
34,238 sessions
24,420 users
196,143 pageviews

whitemarlinopen.com
2018 stats (1/1/2018-12/31/2018)
598,390 sessions
239,534 Users
2,190,721 Pageviews
00:03:57 Avg. Session Duration

Visitors spent almost 3:00 on the marlin cam page

Facebook
55,535 Total Page Likes
Weigh In posts during 2018 tournament reached over 50,000+ people each.
Some reaching almost 300,000 people!

Instagram
13,004 Followers

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

- Company name in all press releases
- A 1/4 page color ad in the May 2019 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: 13,000+; print deadline is March 15, 2019)
- A 1/2 page black and white ad and listing on the sponsor page in the White Marlin Open Magazine. (Total distribution: 8,500; comes with the option to upgrade the ad to color for a fee; print deadline is June 1)
- 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, 2019
- Company name on the sponsor banner displayed at the weigh station, the focal point where thousands gather nightly as spectators
- As an official Platinum sponsor, your name will be visible on all pre-tournament promotional materials
- 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
Official Diamond Sponsor Benefits

- **Company name in all press releases**
- **One 1/4 page color ad in the May 2019 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: 13,000+; print deadline is March 15, 2019)
- **A ½ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine** (Total distribution: 8,500; comes with the option to upgrade the ad to color for a fee; print deadline is June 1)
- **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, 2019
- **Company name on the sponsor banner displayed at the weigh station,** the focal point where thousands gather nightly as spectators
- As an official Diamond sponsor, your name will be visible on all pre-tournament promotional materials
- **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**
Official **Gold** Sponsor Benefits

- **Company name in all press releases**
- **One ¼ page color ad in the May 2019 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: 13,000+; print deadline is March 15, 2019)
- **A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine** (Total distribution: 8,500; comes with the option to upgrade the ad to color for a fee; print deadline is June 1)
- **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, 2019
- **Company name on the sponsor banner displayed at the weigh station**, the focal point where thousands gather nightly as spectators
- **As an official Gold sponsor, your name will be visible on all pre-tournament promotional materials**
- **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**
Official Silver Sponsor Benefits

- Company name in all press releases
- One ¼ page color ad in the May 2019 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: 13,000+; print deadline is March 15, 2019)
- A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine (Total distribution: 8,500; comes with the option to upgrade the ad to color for a fee; print deadline is June 1)
- 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, 2019
- Company name on the sponsor banner displayed at the weigh station, the focal point where thousands gather nightly as spectators
- As an official Silver sponsor, your name will be visible on all pre-tournament promotional materials
- 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
Official Bronze Sponsor Benefits

- **Company name in all press releases**

- **One ¼ page color ad in the May 2019 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: 13,000+; print deadline is March 15, 2019)

- **A ¼ page black and white ad and listing on the sponsor page in the White Marlin Open Magazine** (Total distribution: 8,500; comes with the option to upgrade the ad to color for a fee; print deadline is June 1)

- **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

- **Company name on the sponsor banner displayed at the weigh station,** the focal point where thousands gather nightly as spectators

- **As an official Bronze sponsor, your name will be visible on all pre-tournament promotional materials**

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

Provide each crew with a wrapped bucket to give away on the Saturday and Sunday of registration. There should be a minimum of 450 buckets that are wrapped with the Official White Marlin Open 2019 design and may incorporate one other company logo into the design. Buckets must be delivered to the White Marlin Open no later than June 1, 2019. This opportunity may not be combined with the Visor & Hat Sponsorship, or the Participant Shirt Sponsorship.
Visor & Hat Sponsorship

Provide 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, 2019. This opportunity may not be combined with the Bucket or Participant Shirt Sponsorship.
Participant Shirt Sponsorship

Provide a minimum of 4-6 shirts per bucket for tournament participants. Shirts must include “Participant of the 2019 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, 2019. This opportunity may not be combined with the Bucket or Visor & Hat Sponsorship.
Some of our past Platinum Sponsors

PARK PLACE Jewelers

Rick Bogert
Some of our past Diamond Sponsors

Salt Life

Some of our past Gold Sponsors

Pelagic

Clarion Resort

Bertram

Twisted Tea

Bermuda Triple Crown 2012 Champion

Costa

Casa Vieja

Cantilly Air

Garmin

Casa Dorada

Huk

Bayliss 10

Sunset Marina

Okiaya

Huntington Beach California

White Marlin Open Official Sponsorship Opportunities
Some of our past Silver Sponsors

- TRAVELERS
- Seacrets
- big game
- CHRISTI
- J Marine
- Atlantic Tackle
- Atlantic Boatworks

Some of our past Bronze Sponsors

- Atlantic Smith, Cropper & Deely
- FishTrack
- Phillips
- Cummins
- Baitmasters
- island
- Pilar
- Power Systems Marine Division
- mtu
- Johnson & Towers
White Marlin Open Sponsorship Agreement

Company/Sponsor Name ___________________________________________________________ Date ____________________________

Authorized Representative ______________________________________________ Email ____________________________________________

Street Address ________________________________________________________________

City _______________________________ State _______________ Zip __________________

Phone ______________________________ Fax ________________________________

**Sponsorship Level**

☐ Platinum  ☐ Platinum  

☐ Diamond  ☐ Diamond  

☐ Gold  ☐ Silver  ☐ Bronze  ☐ Vendor Only

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Special Instructions ________________________________________________________

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A **50% deposit** is due at the time of commitment. The balance of all sponsorships is due by **August 1, 2019**.

*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 2019 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.