



THE WORLD'S LARGEST AND RICHEST
BILLFISH TOURNAMENT

FOUNDED
1974

A night photograph of a marina filled with fishing boats, illuminated with colorful lights. The boats are docked at a pier, and their lights reflect on the water. The scene is vibrant with purple, blue, and red lights.

2022 OFFICIAL
SPONSORSHIP
OPPORTUNITIES

Ocean City, Maryland

P.O. Box 737 Ocean City, MD 21843-0737
410.289.9229 • sashawhitemarlinopen@comcast.net

2022 WHITE MARLIN OPEN OFFICIAL SPONSORSHIP OPPORTUNITIES

The White Marlin Open in Ocean City, Maryland is the World's Largest and Richest Billfish Tournament. For the past 49 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 thousands of spectators who come to watch the weigh-ins, the White Marlin Open is the premier event of the summer.

2021 STATS

whitemarlinopen.com

2021 stats (Nov 1, 2020-Nov 1, 2021)

325,377 Users

2,402,606 Pageviews

Facebook

88,000 Total Page Likes

Instagram

36,000 Followers

Official Platinum Sponsor Benefits

- ▶ **Prime booth space** during registration (2 days) and during fishing days (5 days) along a major thoroughfare of Harbour Island Marina. Half of a 20x30 tent space in close proximity to the weigh scale. Tables and chairs are provided, as well as electricity if needed.
- ▶ **Social media recognition** Your company will receive recognition on Facebook and Instagram at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Posts prior to, during the week, and after will include other Platinum Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2022.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale. Thousands of people attend Harbour Island nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ½ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1, 2022.**
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Opportunity to present a custom award or prize at the awards banquet** The ceremony will take place the Saturday following the event from 4 pm- 6 pm. With prior approval, new awards categories may be created.
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total. **Deadline for promotional items is July 27, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

Official Diamond Sponsor Benefits

- ▶ **Prime booth space** during registration (2 days) and during fishing days (5 days) along a major thoroughfare of Harbour Island Marina. Your company will receive a 9x10 tent with tables and chairs, as well as electricity if needed.
- ▶ **Social media recognition** Your company will receive recognition on Facebook and Instagram at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Posts prior to during the week, and after will include other Diamond Level Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2022.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale and at the Third Street ballpark. Thousands of people attend Harbour Island nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ½ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1, 2022.**
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Opportunity to present a custom award or prize at the awards banquet** The ceremony will take place the Saturday following the event from 4 pm- 6 pm. With prior approval, new awards categories may be created.
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total. **Deadline for promotional items is July 27, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

Official **Gold** Sponsor Benefits

- ▶ **Table space** under the registration tent for two days. An 8 ft. table will be provided for marketing your company. All participants must walk past the sponsors in the registration tent in order to register for the event.
- ▶ **Social media recognition** Your company will receive recognition on Facebook and Instagram at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Posts prior to during the week, and after will include other Gold Level Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2022.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ¼ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1, 2022.**
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Opportunity to present a custom award or prize at the awards banquet** The ceremony will take place the Saturday following the event from 4 pm- 6 pm. With prior approval, new awards categories may be created.
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total. **Deadline for promotional items is July 27, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

Official Silver Sponsor Benefits

- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment, as well as a post the week leading up to the event, and one at the conclusion of the event. Posts prior to during the week, and after will include other Silver Level Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2022.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale and at the Third Street ballpark. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ¼ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1, 2022.**
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total. **Deadline for promotional items is July 27, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

Official **Bronze** Sponsor Benefits

- ▶ **Social media recognition** Your company will receive recognition on Facebook and Instagram at the time of commitment as well as at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website. Posts at the conclusion of the event will include other Bronze Level Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2022.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ¼ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

Official Grand Slam Sponsor Benefits

This highest level of sponsorship is limited to three sponsors

- ▶ **Prime space** during registration (2 days) and during fishing days (5 days) along a major thoroughfare of Harbour Island Marina.
- ▶ **Social media recognition.** Your company will receive recognition on Facebook and Instagram at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Posts prior to, during the week, and after will include other Grand Slam Sponsors.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2021.
- ▶ **Ad on the homepage of the White Marlin Open Website** *Active from the time of sponsor commitment until the start of the event. Please note that the leader board becomes the new homepage once the fishing begins.*
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are on the weigh scale and at Harbour Island. Thousands of people attend Harbour Island nightly to watch the weigh ins live. The same live feed is also available through our website on the "Marlin Cam". Your company will also appear on the big screen at our new event, Marlin Fest.
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a 1/2 page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. **Deadline for ad copy is July 1st.**
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Logo placement on pilings at weigh scale** Your company logo will appear on pilings alongside the two other Grand Slam Sponsors at the weigh scale
- ▶ **Logo on Added Entry Form** Company logo will appear alongside an added entry level (Calcutta) of your choice (first come first serve). The added entry forms are given out to each boat upon entry into the event.
- ▶ **Opportunity to present a custom award or prize at the awards banquet** The ceremony will take place the Saturday following the event from 4 pm- 6 pm. With prior approval, new awards categories may be created.
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total. **Deadline for promotional items is July 27, 2022.**
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 70,000 + subscribers on our email list.

White Marlin Open Sponsorship Agreement

Company/Sponsor Name _____

Authorized Representative _____

Phone _____ Fax _____ Email _____

Street Address _____

City _____ State _____ Zip _____

Company Website _____ Company Facebook Page _____

Company Instagram Page _____

***Please email your company logo in a jpeg file to sashawhitemarlinopen@comcast.net**

Sponsorship Level (check one) \$ _____

- | | | |
|-------------------------------------|---------------------------------|--------------------------------------|
| <input type="checkbox"/> Grand Slam | <input type="checkbox"/> Gold | <input type="checkbox"/> Vendor Only |
| <input type="checkbox"/> Platinum | <input type="checkbox"/> Silver | |
| <input type="checkbox"/> Diamond | <input type="checkbox"/> Bronze | |

Special Instructions _____

Accounts Payable Contact _____

Phone _____ Fax _____

Email _____

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, 2022.

Please make checks payable to:

White Marlin Open P.O. Box 737
Ocean City, MD 21843-0737

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 2022 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.

Sponsor Representative Signature _____ Date _____

White Marlin Open Representative Signature _____ Date _____

For Office Use Only

Invoice Date: _____

Deposit Paid on: _____

Final Paid on: _____

Logo on file: _____

Total Due: \$ _____

Deposit Amount Paid: \$ _____

Final Amount Paid: \$ _____

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.

