

# Top Ten Reasons To Sponsor The Shootout...

10. You will have the ability to brand your business to close to 1,500 anglers during the three day tournament.
9. We will keep your business in front of the anglers throughout the entire event from the Captain's Meeting to the Awards Ceremony and everything in between. You WILL get noticed!
8. Based on your level of commitment, your business may be included in all marketing collateral distributed on the East Coast from New York down through North Carolina, be included on the tournament Web site, and in the coveted Mid-Atlantic Rockfish Shootout Angler Team Buckets.
7. Your business will be associated with one of the top fishing tournaments in the United States and put you in close contact with some of the best Striper anglers in the country.
6. Your participation in the Mid-Atlantic Rockfish Shootout will help generate additional good will through the fish catch donation to the hungry of Virginia Beach. By bringing more competitors into the event, more fish are caught; those caught fish are filleted and donated to a local food pantry.
5. The Mid-Atlantic Rockfish Shootout will introduce you to the captains and members of the sport fishing fleet in Virginia Beach and members of the Virginia Marine Resources Commission - each of these groups are very important to the sportfishing industry on this part of the Chesapeake Bay/Atlantic Ocean.
4. Your business will remain in front of the anglers year 'round with advertising on the official Mid-Atlantic Rockfish Shootout "Yearbook" Calendar. Our anglers are proud to display their official calendar - from January through December 2009!
3. The Mid-Atlantic Rockfish Shootout brings your business to the heart of the East Coast Sportfishing excitement - Virginia Beach! Virginia Beach and the Eastern Shore are known world wide as one of the hottest spots for sportfishing on the East Coast. Experience the excitement and tap in to a market ripe with knowledgeable anglers ready to learn about your business!
2. With the holidays behind you and the new year beginning, spark new leads and new excitement for your product in a usually slow time of year.

**1. The Rockfish Shootout is the largest Rockfish Tournament in the country-  
Be a part of the excitement!!!**

# 2010 Sponsorship Opportunities

## Presenting Sponsor - \$10,000

- Exclusive naming rights to the tournament, i.e. Your Business Presents the Mid-Atlantic Rockfish Shootout
- Logo on cover of tournament calendar and at the bottom of each month. Calendar is distributed to our anglers, fishing centers and various media outlets
- Block ad or promotion on tournament calendar Support Our Sponsors section (1.5" tall x 2.5" wide)
- Calendar "Sponsor of the Month" on tournament calendar (one month)
- Logo on sponsor page under level designation, placed accordingly
- Logo on home page of [www.midatlanticrockfishshootout.com](http://www.midatlanticrockfishshootout.com) linked directly to sponsor website
- Logo included on billboard, display ads and print media, mailings and e-newsletters
- Logo on tournament t-shirts
- Literature or complimentary products may be added to tournament buckets
- Logo stickers, if provided, may be placed on tournament buckets
- Banners may be displayed at banquet site and weigh stations, if provided
- Booth space may be designated for product promotion at Captain's Meeting, if provided
- Ten (10) Complimentary tickets to the tournament banquet

## Diamond Sponsorship - \$5,000

- Secondary naming rights to the tournament, i.e. Sponsored by...
- Block ad or promotion on tournament calendar Support Our Sponsors section (1.5" tall x 2.5" wide)
- Calendar "Spotlight Sponsor" on tournament calendar (one month)
- Logo on sponsor page under level designation, placed accordingly
- Logo on home page of [www.midatlanticrockfishshootout.com](http://www.midatlanticrockfishshootout.com) linked directly to sponsor website
- Logo included on display ads and print media, mailings and e-newsletters
- Literature or complimentary products may be added to tournament buckets
- Logo stickers, if provided, may be placed on tournament buckets
- Banners may be displayed at banquet site and weigh stations
- Booth space may be designated for product promotion at Captain's Meeting, if provided
- Eight (8) Complimentary tickets to the tournament banquet

## Platinum Sponsorship - \$3,000

- Block ad or promotion on tournament calendar Support Our Sponsors section (1.5" tall x 2.5" wide)
- Logo on sponsor page under level designation, placed accordingly
- Logo on home page of [www.midatlanticrockfishshootout.com](http://www.midatlanticrockfishshootout.com) linked directly to sponsor website
- Literature or complimentary products may be added to tournament buckets
- Logo stickers, if provided, may be placed on tournament buckets
- Banners may be displayed at banquet site and weigh stations
- Booth space may be designated for product promotion at Captain's Meeting
- Six (6) Complimentary tickets to the tournament banquet

## Silver Sponsorship - \$1,500

- Block ad or promotion on tournament calendar Support Our Sponsors section (1.5" tall x 2.5" wide)
- Logo on sponsor page under level designation, placed accordingly
- Logo on home page of [www.midatlanticrockfishshootout.com](http://www.midatlanticrockfishshootout.com) linked directly to sponsor website
- Literature or complimentary products may be added to tournament buckets
- Banners may be displayed at banquet site and weigh stations
- Four (4) Complimentary tickets to the tournament banquet

## Bronze Sponsorship - \$500

- Sponsorship mention in tournament calendar Support Our Sponsors section
- Pick a day to promote your product or service - first come first serve!
- Logo on sponsor page under level designation, placed accordingly
- Logo on home page of [www.midatlanticrockfishshootout.com](http://www.midatlanticrockfishshootout.com) linked directly to sponsor website
- Literature or complimentary products may be added to tournament buckets
- Banners may be displayed at banquet site and weigh stations
- Two (2) Complimentary tickets to the tournament banquet

## Partner Sponsorship - \$250

Sponsorship mention in tournament calendar Support Our Sponsors section  
Logo on sponsor page and name on sponsor board under level designation, placed accordingly

# 2010 Sponsorship Agreement -Invoice-

**Please make checks payable to:**

Mid-Atlantic Rockfish Shootout  
You may send contract and payment and any promotional materials to:  
Mid-Atlantic Rockfish Shootout, c/o Ginny Cohen  
828 High Point Ave, Virginia Beach, VA 23451

Business Name: \_\_\_\_\_

Owner/Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Phone, including area code: \_\_\_\_\_

Whom should we contact for tournament magazine artwork?

Name: \_\_\_\_\_

Phone, including area code: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

I, \_\_\_\_\_ (owner/contact name), on behalf of

\_\_\_\_\_ (business name), would like to participate in the Mid-Atlantic Rockfish Shootout and have committed to the following level of sponsorship: **Contract Level, please check one:**

Presenting (\$10,000) \_\_\_\_\_ Diamond (\$5,000) \_\_\_\_\_ Platinum (\$3,000) \_\_\_\_\_  
Silver (\$1,500) \_\_\_\_\_ Bronze (\$500) \_\_\_\_\_ Partner (\$250) \_\_\_\_\_ Other \_\_\_\_\_

I also understand that it is my responsibility to send and approve all requested artwork for the tournament calendar, as well as company logos, banners and promotional materials to the tournament in a timely manner, or risk exclusion based on deadlines.

*I have read and understand the above terms of sponsorship, please initial \_\_\_\_\_*

**DEADLINE FOR ARTWORK: NOVEMBER 15, 2010**  
**Deadline for Banners and Promotional materials - January 1, 2010**  
**When sending promotional materials, please include a note with what you are sending, along with quantities per bucket and/or use.**

**PLEASE CONTACT GINNY COHEN WITH FURTHER QUESTIONS:**  
**Tel: 757.339.3995 • E-Mail: [ginnycohen@yahoo.com](mailto:ginnycohen@yahoo.com)**