



TANGIER CLASSIC

Powerboat - Kayak - Kids

3rd Annual Tournament
September 24 - 26 2021
Crisfield, Maryland

2021 Sponsorship Packet





Dear Tangier Classic Sponsor,

Let us first thank you for your interest in being a partner of our tournament as we continue to bring a fresh new edge to the Chesapeake Bay angling community. We are very proud and especially grateful to announce that our 2020 sponsors and participants together raised just shy of \$37,000 to serve as a donation to young Franklin Kirwan. This success came on the heels of our inaugural 2019 tournament wherein our sponsors and participants raised close to \$21,000 for young Lane Dodson and his service dog Thunder!

We would like to present the third-annual Tangier Classic Fishing Tournament, which will once again return to the heart of the beautiful Tangier Sound this coming September 24th -26th. Crisfield, with its rich fishing history, will continue to serve as the perfect location for our event. Inside of the attached sponsor packet, you will find all the details on how you and your company will receive the ad-exposure you've come to expect from premier events. Your sponsorship will go a long way to help us benefit disadvantaged youth in the lower shore/Crisfield area.

You can find information on how our event is structured on our website (www.tangierclassic.com) and social media outlets. A brief overview will show that this is not your typical Chesapeake fishing derby; the unique format of our event draws participation from anglers across the entire region and several styles of fishing. Everything from powerboat, kayak, and even a kids' division are represented. Our eligible species list is also much more inclusive than other tournaments in the area. This format not only allowed Tangier Classic to thrive in its first two years, but it will enable us to grow and prosper, moving forward, as we continue to become the premiere fall tournament of the region!

With that, we invite you to join our team and become an official sponsor of the 2021 Tangier Classic. Please continue through our sponsor packet to find the sponsor level that best fits your style and let us know how we can help promote your brand! If you have any questions or would like to discuss additional options, please contact our team. See our contact information included below.

We look forward to your support.

Sincerely,

Tangier Classic Committee

Tangier Classic Planning Committee:

Brad Taylor - Justin Ancheta - David Hooker
Adam Corry - Steve Mason - Lindsay Mason
Leslie Hooker - Ashley Taylor

Contact: tangierclassic@gmail.com or 410.430.0028

Find us on *Facebook* and *Instagram*!

www.tangierclassic.com



Meet Our 2021 Beneficiary

This year we have chosen infant Owen Drollette, Young Owen and his family have been through more in a little over 5 months than most go through in an entire lifetime. Owens parents, Scott Drollette and Caroline McPhail, grew up locally and currently live in Delmar. Scott currently works for local business, Taylor Termite and Pest Control. Caroline unfortunately had to take a leave of absence for an undetermined amount of time to care for Owen. The funds we raise from The Tangier Classic Fishing Tournament will help relieve some of the financial burden and stress this family has been faced with. Below you can read more about Owen and his story; please consider sponsoring The Tangier Classic to help this Young Warrior!

“Our youngest son, Owen Drollette, was born on October 23rd, 2020. We knew long before his birth that he would be a heart warrior. At twenty weeks pregnant, we found out that Owen has several congenital heart defects, Heterotaxy, which means some of his organs are in the wrong place or shifted, and Polysplenia, which means he has multiple spleens. We picked his name before we found out all of his diagnoses, but ironically, we soon found out that Owen means "young warrior," and that's precisely what he is! We will do everything we can to fight with him and for him!

At 4 days old, Owen underwent his first of three major open-heart surgeries, which was quickly followed by two additional heart procedures, and two surgeries for his stomach to address his Heterotaxy. In his five short months of life, Owen has already undergone three major surgeries and two procedures, and his second major open-heart surgery will occur in a short time between the ages of six and nine months. To say Owen and our family have been through a lot in a few short months is an understatement. However, we were recently blessed; Owen just got home from John's Hopkins for the first time on March 25th. After spending the first 153 days of his life in the hospital, we finally have our whole family together for the first time since Owen's birthday. We aren't yet sure of the exact date for his next open-heart surgery, but we know that it will be in the next couple of months, at which point Owen will begin his second hospital stay. Unfortunately, there are too many variables to fully understand how long Owen will need to be in the hospital afterward.

Our young heart warrior has a long road ahead of him. He has been such a resilient fighter during his first 5 months of life and everything he has been through. There is no doubt Owens condition has changed our everyday lives entirely. Caroline has been by his side every day to fight with him. Unfortunately, she has not worked since October and probably won't for a long time. While Caroline was with Owen at John's Hopkins, I would work Monday through Friday and take care of our oldest son Mason who is six years old. On the weekends, we would switch, and I would go to the hospital so Caroline could come home to rest and spend time with Mason.

As of me writing this on April 1st, we have been home with Owen for exactly 1 week. Our oldest, Mason, finally got to meet and hold his little brother 154 days after he was born. We feel very fortunate to be home as several times it was pushed back due to unforeseen circumstances. There was also a lot of talk of Owen needing to stay until after his second heart surgery. Thankfully, Owen has been resilient enough to allow us to all be together for a short time before his next surgery. However, even at home, it is still very stressful; it is a 24-hour schedule caring for our son, administering eleven different medications twenty-one separate times throughout the day. We also must ensure he is on oxygen 24-hours a day while adding a unique milk/formula mixture to his feed bag every four hours. The feed bag supplies a G-Tube that comes out of his belly placed during his stomach surgery three months ago.

We are overwhelmed and thankful for all the love we have received from our family, friends, and caring strangers that have heard about Owen. We are honored that Owen has been selected by the Tangier Classic to be their 2021 beneficiary. This means so much to our family and gives us a little peace of mind. Unfortunately, due to the many unpredictable heart defects and other problems Owen has encountered, we never know what will or will not be covered by our insurance. This, combined with covering co-pays, gas, bridge tolls, parking, food expenses, etc., on a single income, has been a stressful burden on our family. We know that we will receive many more similar bills in the coming months, with Owen's second open-heart surgery and hospital stay quickly approaching. However, we find comfort knowing that we belong to such a caring community, and we feel blessed knowing that so many hearts are willing to fight for one. Thank you for all of your support!”



Title Sponsor: \$5,000

- As a title sponsor, your business will become part of the tournament name. Your name/logo will be attached to our tournament logo. As a result, it will be front and center of all tournament literature, banners, flyers, shirts, our website, Facebook and Instagram cover photos, and all event pages across our social media platforms. The size of your logo on our banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a detailed write up of your business, as well as photos of recently completed jobs or your products. If you have a Facebook page or website, we will also include the links in your announcement.
- Your business will become the hosting name of the tournament itself, the party on Saturday night, and the awards ceremony on Sunday.
- There will be an area reserved for a large sized banner (provided by your company) up to four feet by eight feet in a high traffic area at all events and captains meetings. The banner will also be displayed in the background at the award ceremony, check presentations, and TV broadcasts. Photos and videos from these events will also be shared across our social media platforms.
- The Tangier Classic committee will collaborate with you to form a minimum of ten posts to promote your business on social media. Two of these posts will be used as \$50 advertisements on Facebook and Instagram. These paid ads will run for one week and will target up to a 50-mile radius covering the Chesapeake region.
- This level of sponsorship will also come with three social media video endorsements; one pre-recorded video leading up to the tournament, a live video during the event itself, and one live video to wrap up the event on Sunday afternoon. The pre-recorded video will also be used for a \$200 advertisement on Facebook and Instagram. The paid ad will run for one month and will target up to a 50-mile radius covering the Chesapeake region. The Tangier Classic planning committee will reach out to schedule your promotional videos no more than 2 times. Please respond in a timely manner if you are interested in this opportunity as part of your sponsorship level.
- You will receive a color advertisement of up to four full pages at the center fold of our tournament information handbook. Every participant will receive a handbook in their captains bag.
- Business information/flyers provided to us will be available for the public at the captains meetings and our party on Saturday night.
- We will include up to three promotional swag items you wish to provide us in the captains bags that each angler receives. (i.e.: key chains, koozies, pens, etc.). Promotional Items must easily fit in the captains bags.
- Your logo will be displayed next to ours on the official Tangier Classic measuring sticks which are presented to all fishing teams.
- As the title sponsor your logo will be imprinted on nylon drawstring bags that we will use for all anglers as captains bags. These bags will be ordered and provided by Tangier Classic Inc. The committee will work with your business to ensure the design is acceptable.
- You will receive an area at the tournament venue to set up an occupied display to promote your business.
- Your business will be showcased as the title sponsor on the news broadcast covering the presentation of the check to our beneficiary.
- As the title sponsor you will also receive five complimentary entries to fish the tournament, and ten complimentary tickets to attend our party on Saturday night.



Official Product Sponsor: \$3,000

- As an Official Product Sponsor, your business will become the official sponsor of a given product for our tournament. (i.e.: The official fishing rod, fishing reel, cooler, sunglasses, event tents, caterer, boat, outboard motor, kayak, as well as many other possibilities) Your logo will be on all tournament literature, banners, flyers, shirts, and our website. The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a detailed write up of your business, as well as photos of recently completed jobs or products. If you have a Facebook page or website, we will also include the links in your announcement.
- Your business will become the hosting name of one captains meeting. In the event there is only one Official Product Sponsor, that business will be the hosting name for all of the captains meetings. (There are limited spots available for this perk.)
- There will be an area reserved for a large sized banner (provided by your company) up to four feet by eight in a high traffic area at all events and captains meetings.
- The Tangier Classic committee will collaborate with you to form a minimum of six posts to promote your business on social media. One of these posts will be used as a \$50 advertisement on Facebook and Instagram. The paid ad will run for one week and will target up to a 50-mile radius covering the Chesapeake region.
- This level of sponsorship will also come with two social media video endorsements: one pre-recorded video leading up to the tournament and one live video during the event itself. The Tangier Classic planning committee will reach out to schedule your promotional videos no more than 2 times. Please respond in a timely manner if you are interested in this opportunity as part of your sponsorship level.
- You will receive a color advertisement of up to two full pages in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- Business information/flyers provided to us will be available for the public at captains meetings and our party on Saturday night.
- We will include one promotional swag item provided by your business in the captains bags that each angler receives. (i.e.: key chains, koozies, pens, etc.). Promotional Item must easily fit in the captains bags.
- The first two businesses to commit as an Official Product Sponsor will get their logo on the official Tangier Classic measuring sticks which are presented to all fishing teams. (We only have two spots available for this perk).
- As an Official Product Sponsor, you will also receive three complimentary entries to fish the tournament, and six complimentary tickets to attend our party on Saturday night.



Cobia Level Sponsor: \$1,500

- As a Cobia Level Sponsor, your logo will be on all tournament literature, banners, flyers, shirts, and our website. The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief write up of your business, as well as photos of recently completed jobs or products. If you have a Facebook page or website, we will also include the links in your announcement.
- Your business will become the sponsoring name of one of our many raffles or auctions. (There are limited spots available for this perk.)
- There will be an area reserved for a large sized banner (provided by your company) up to four feet by eight feet in a high traffic area at all tournament weekend events. Sponsor is responsible for hanging and taking down their banner.
- The Tangier Classic committee will collaborate with you to form a minimum of four posts to promote your business on social media.
- This level of sponsorship will also come with one pre-recorded social media video endorsement leading up to the event. The Tangier Classic planning committee will reach out to schedule your promotional videos no more than 2 times. Please respond in a timely manner if you are interested in this opportunity as part of your sponsorship level.
- You will receive a color advertisement of up to one full page in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- Business information/flyers provided to us will be available for the public at captains meetings and our party on Saturday night.
- We will include one promotional swag item provided by your business in the captains bags that each angler receives. (i.e.: key chains, koozies, pens, etc.). Promotional Item must easily fit in the captains bags.
- As a Cobia Level Sponsor, you will also receive one complimentary entry to fish the tournament, and four complimentary tickets to attend our party on Saturday night.



Redfish Level Sponsor: \$750

- As a Redfish Level Sponsor, your logo will be on all tournament literature, banners, flyers, shirts, and our website. The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief description of your business, as well as photos of recently completed jobs or products. If you have a Facebook page or website, we will also include the links in your announcement.
- There will be an area reserved for a small to medium sized banner (provided by your company) up to three feet by five feet at all tournament weekend events. Sponsor is responsible for hanging and taking down their banner.
- The Tangier Classic committee will collaborate with you to form a minimum of three posts to promote your business on social media.
- This level of sponsorship will also come with one pre-recorded social media video endorsement leading up to the event. The Tangier Classic planning committee will reach out to schedule your promotional videos no more than 2 times. Please respond in a timely manner if you are interested in this opportunity as part of your sponsorship level.
- You will receive a half page color advertisement in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- Business information/flyers provided to us will be available for the public at captains meetings and our party on Saturday night.
- We will include one promotional swag item provided by your business in the captains bags that each angler receives. (i.e.: key chains, koozies, pens, etc.). Promotional Item must easily fit in the captains bags.
- As a Redfish Level Sponsor, you will also receive one complimentary entry to fish the tournament, and one complimentary ticket to attend our party on Saturday night.

Speckled Trout Level Sponsor: \$500

- As a Speckled Trout Level Sponsor, your logo will be on all tournament literature, banners, flyers, shirts, and our website. The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief description of your business and your logo. If you have a Facebook page or website, we will also include the links in your announcement.
- There will be an area reserved for a small to medium sized banner (provided by your company) up to three feet by five feet at all tournament weekend events. Sponsor is responsible for hanging and taking down their banner.
- The Tangier Classic committee will collaborate with you to form a minimum of two posts to promote your business on social media.
- You will receive a half page color advertisement in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- As a Speckled Trout Level Sponsor, you will also receive one complimentary entry to fish the tournament, and one complimentary ticket to attend our party on Saturday night.



Rockfish Level Sponsor: \$350

- As a Rockfish Level Sponsor, your logo will be on all tournament literature, banners, flyers, and our website. *At this level, your logo will not be on our shirts.* The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief description of your business and your logo. If you have a Facebook page or website, we will also include the links in your announcement.
- The Tangier Classic committee will collaborate with you to form a minimum of one post to promote your business on social media.
- You will receive a quarter page color advertisement in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- As a Rockfish Level Sponsor, you will also receive one complimentary entry to fish the tournament, and one complimentary ticket to attend our party on Saturday night.

Spadefish Level Sponsor: \$200

- As a Spadefish Level Sponsor, your logo will be on all tournament literature, banners, flyers, and our website. *At this level your logo will not be on our shirts.* The size of your logo on the banners will vary based on the banner size. A banner will hang at the venue for the duration of the event, and flyers will be hung across the region at least a month ahead of time.
- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief description of your business and your logo. If you have a Facebook page or website, we will also include the links in your announcement.
- A color copy of your business logo will be displayed on the Spadefish level sponsor page in our tournament information handbook. Every participant will receive a handbook in their captains bag.
- As a Spadefish Level Sponsor, you will also receive one complimentary ticket to attend our party on Saturday night.

Bluefish Level Sponsor: In-Kind Donations \$750 value or less *Items we can utilize in a silent auction, raffle, or for prizes.*

- Sponsorship from your business will be announced across all our social media accounts. These announcements will include a brief description of your business and your logo. If you have a Facebook page or website, we will also include the links in your announcement.
- ❖ An in-kind donation with a \$750+ cash value will be recognized at the appropriate sponsorship level.



Additional Add-On Opportunities

Add one or both of these opportunities to any sponsorship level you choose to further enhance your exposure.

Promotional Space - \$150

- By adding the promotional space opportunity to your sponsorship level, you will be given a four feet by eight feet area to advertise with a self-provided (professional looking) display. This space may not be occupied by an employee, and items may not be sold from your promotional space. Location of promotional space will be determined and communicated with you prior to tournament weekend. Spaces are limited. Sponsor will be responsible for setting up their own displays and cleaning up after the event.

Banner Space - \$150

- By adding the banner space opportunity to your sponsorship level, an area sufficient to hang a small to large sized banner up to four feet by eight feet will be reserved in a high traffic area at our tournament venue. Location of banner space will be determined and communicated with you prior to tournament weekend. Spaces are limited. Sponsors will be responsible for hanging and taking down their banner at the end of the event.



2021 Tangier Classic Sponsor Sign-up Sheet:

Company name: _____
Contact: _____ Phone: _____
Address: _____
City/State/Zip: _____
Email: _____
Company website link: _____
Company Facebook page: _____
Company Instagram page: _____

Sponsorship Level Selection (Please Check One):

Title Sponsor \$6,000: _____
Official Product Sponsor \$3,000: _____
Cobia Level Sponsor \$1,500: _____
Redfish Level Sponsor \$750: _____
Speckled Trout Level Sponsor \$500: _____
Rockfish Level Sponsor \$350: _____
Spadefish Level Sponsor \$200: _____
Bluefish Level Sponsor (In-Kind Donations) - Value: \$ _____

❖ **An in-kind donation with a \$750+ cash value will be recognized at the appropriate sponsorship level.**

Additional Comments (What Service or Products are you donating and what is their value):

Tangier Classic Planning Committee:

Brad Taylor - Justin Ancheta - David Hooker
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