



## 2022 Sponsorship Packet



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### Tangier Classic Planning Committee:

Brad Taylor • Justin Ancheta • David Hooker • Adam Corry • Lindsay Mason • Leslie Hooker • Ashley Taylor  
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**Dear Tangier Classic Sponsor,**

Thank you for your interest in being a partner of our tournament as we continue to build on the successes of a truly one-of-a-kind experience in Chesapeake Bay angling community. Since 2019 with the unveiling of our inaugural event, the Tangier Classic Inc. with the cooperative support of companies, individuals, and organizations near and far has raised and donated over \$107,000 dollars to local disadvantaged youths and non-profit organizations serving our communities! As a bona fide 501(c)(3), the Tangier Classic is here to make a difference.

Most recently, our 3<sup>rd</sup> annual event raised \$35,000 dollars in support of our main beneficiary young Owen Drollette, a child who had undergone four major heart surgeries within his first year of life. If you have not heard his story, we encourage you to visit our website and social media pages to learn more. There you can also learn about our 2019 and 2020 youth beneficiaries who have not only thrived but have each participated in our tournaments since.

The fourth-annual Tangier Classic Fishing Tournament will return once again to our fishing home, the beautiful Tangier Sound this coming September 23<sup>rd</sup> – 25<sup>th</sup> and be headquartered in Crisfield. The American Legion Post No. 16 has served now for the past three years to provide an amazing and ideal venue for what has become a “not to be missed” event of the fall. The rich culture and landscape of Somerset County will continue to serve our event, and the waters of the Chesapeake will be open for competition as we continue to welcome anglers, family, and friends from near and far.

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 and support many non-profit and first responder groups.

You can find information on how our event is structured on our website ([www.tangierclassic.com](http://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!

We invite you to join our team and become an official sponsor of the 2022 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*



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## **Meet Our 2022 Beneficiary**

This year we have chosen 4-year old Lakelyn Draheim, Since January 5th, Lakelyn and her family have had their lives flipped upside down. Unfortunately, Lakelyn was diagnosed with a highly aggressive form of brain stem cancer called DIPG. This particular form of brain cancer is inoperable and has very limited treatment options, almost entirely limited to trials that are not covered by insurance and can cost upwards of \$300,000. Prior to January 5th, Lakelyn enjoyed dancing, gymnastics, and most of all CAMPING! Lakelyn, her mom Lauren, her dad Lance and her brothers LB and Lawson live in Bishopville, MD. Lance is currently a teacher for Worcester County, Lauren was also a teacher for Worcester County before having to leave her teaching career to care for Lakelyn.

“On Wednesday, January 5th Lakelyn got home from school and we could not understand her. She was drooling and falling over. We called the ambulance and went to AGH. After an MRI, we were given the unthinkable news; Lakelyn had a brain tumor. Brain cancer was the given diagnosis by the ER doctor. We were transported by ambulance to DC Children’s Hospital immediately. Upon arrival, we were told that Lakelyn had an inoperable tumor in the center of her brain stem and that we would need a biopsy to determine how bad it was. Then we prepared for the biopsy procedure on January 7th. On January 12th we got the news that no parent wants to hear, that we’re facing the unthinkable. Lakelyn has DIPG Grade 4 with H3K27M mutation.

Our only option for radiation was for one of us to move up to DC meaning we would be away from family, friends, and our support system. We learned that there are many options for treatment, however, none are proven. We faced debilitating news with tears of heartbreak and sorrow, looking at our precious baby with her pigtail braids and beautiful hazel eyes begging to go to dance class. How can anyone survive this pain?

On January 27th Lakelyn rocked her first radiation session and never moved a muscle. She loved the hot pink lasers in the machine and her unicorn mask! She even loved the nausea meds that melted in her mouth and tasted like raspberries! When she was finished, she said “Mom! I did it!” On March 9th Lakelyn accomplished something truly amazing! 30 rounds of radiation WITHOUT sedation! For a 4-year-old, that is unbelievable. She is truly a warrior. While we were super excited to go home, it was also a sad day. A day when we have to say goodbye to our daily routine surrounded by amazing people. It is also a sad day because going to treatment every day felt like medicine. It gave us the feeling of relief that we were doing something to help. Now we go home and wait until the next treatment and try to enjoy every moment, even though we know it is not done.

On March 24th we had a positive visit to DC. Dr. Packer was IMPRESSED with Lakelyn!! We were informed that we could continue weaning steroids. If we can wean successfully, we can begin the REMIND trial, if not we will need to enroll in UCSF PNOC 022 in California. At this point, we had a plan... and a backup plan, which was encouraging!

On March 28th, 2022, we rushed Lakelyn to PRMC due to a decline in function and severe lethargy, headache, and vomiting. We found out that she has hydrocephalus (water on the brain). We were told we were going to be flown to DC by helicopter. We got in the helicopter and made it about 15 minutes before the pilot said that engine #1 light was on and he needed to make an emergency landing in Cambridge. This was horrifying, to say the least. The winds were so strong and we were in a broken helicopter. Thank the Lord we landed and when we hit land, the pilot let out a huge breath. Upon arrival, they determined Lakelyn would need a shunt which would require surgery at 10:00 am the following morning. The shunt required 3 incisions: head, neck, and stomach. This diverts the spinal fluid from the brain to the stomach and helped her feel a LOT better! On March 30th We had a fast MRI and X-ray and everything with the shunt looked perfect. The ventricles were already smaller and swelling had decreased. The whole time we were in the hospital Lakelyn was worried about the camping trip we had planned for the following weekend, and if she would still be able to go. We finally broke out of the hospital and were able to deliver on our promise to take Lakelyn camping after a long stressful week! She’s very excited!”

The Draheim family has been through an extraordinary amount in just a very short amount of time. We are asking anyone who can help to please do so. We need sponsors, we need anglers, we need items for raffles and auctions. Every little bit helps!



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**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.





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**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. Due to demand, sponsors signing after August 15<sup>th</sup> may not be eligible for video scheduling. 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.
- Official Product Sponsors will get their logo on the official Tangier Classic measuring sticks which are presented to all fishing teams. **\*\*(Subject to availability – alternate options are possible. If we no longer have space on the measuring sticks we will work with you to come up with another way to promote your business).**
- 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.



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***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. Due to demand, sponsors signing after August 15<sup>th</sup> may not be eligible for video scheduling. 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 two complimentary entry to fish the tournament, and four complimentary tickets to attend our party on Saturday night.



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### **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. Due to demand, sponsors signing after August 15<sup>th</sup> may not be eligible for video scheduling. 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 two 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\*(**subject to availability**), 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.



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### ***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.





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### **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 be occupied by an employee, and items may 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, or Sponsors may arrange to collect banners from Tangier Classic Headquarters.

**\*Once a sponsor has committed by payment, they will receive a sponsorship confirmation email with information on how things will proceed. This email will include a list of dates for things we'll need in order to accomplish the exposure listed for each level above. All designs, social media content, and captains bag materials must be provided by the dates listed in the confirmation of sponsorship email. These items include company logos, designs for tournament handbooks, promotional swag for our captains bags, company banners, and other promotional items or social media designs. Unfortunately, if we do not receive these items by the date listed, your items will not be included. Please be sure to let us know what your preferred method of contact will be. We will reach out no more than two times via your preferred method of contact as a reminder.**

**\*Tangier Classic Inc. has vowed to promote businesses at the Redfish, Cobia, Official Product, and Title sponsor levels via video. Due to the number of videos we have to record each year, we request that you opt-in or opt-out of your promotional videos as soon as possible. Any sponsors who receive a promotional video will have the option to do so in the sponsorship confirmation email. We will attempt to schedule promotional videos no more than two times via your preferred method of contact.**

**\*Tangier Classic Inc. is happy to promote our sponsors across our social media platforms. Content for these posts will be subject to availability. If nothing is provided by the dates listed in the sponsorship confirmation email we will utilize what we can from your companies social media platforms only.**

**\*As stated above, we have a limited amount of space for logos on our shirts, space for speckled trout level sponsors will be subject to availability.**



## **2022 Tangier Classic Sponsor Sign-Up Sheet:**

Company Name: \_\_\_\_\_  
Contact: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_  
Company Website Link: \_\_\_\_\_  
Company Facebook Page: \_\_\_\_\_  
Company Instagram Page: \_\_\_\_\_  
Preferred Method of Contact: \_\_\_\_\_

### **Sponsorship Level Selection (Please Check One):**

Title Sponsor \$5,000: N/A  
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 Value: \$\_\_\_\_\_ (In-Kind Donations)

❖ 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):

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### **Tangier Classic Planning Committee:**

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

Contact: [tangierclassic@gmail.com](mailto:tangierclassic@gmail.com) or 410.430.0028

[www.tangierclassic.com](http://www.tangierclassic.com) Find us on *Facebook* and *Instagram*!