



2023 Sponsorship Packet

Benefiting Emerson Thomas





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 \$156,000 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 4TH annual event raised \$35,680 dollars in support of our main beneficiary young Lakelyn Draheim, a child who was diagnosed with a rare form of cancer known as DIPG. Unfortunately, Lakelyn has since passed away, and our heartfelt condolences go out to her family and close friends. If you have not heard Lakelyn's story, we encourage you to visit our website and social media pages to learn more. There you can also learn about all of our previous youth beneficiaries who have become great friends of The Tangier Classic.

The fifth-annual Tangier Classic Fishing Tournament will return once again to our fishing home, the beautiful Tangier Sound this coming September 22nd-24th and be headquartered in Crisfield. The American Legion Post No. 16 has served now for the past four 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) 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 four 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 2023 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



Meet Our 2023 Beneficiary:

We're happy to announce that we have chosen Emerson Thomas as our 2023 beneficiary. Emerson is an incredibly strong 6-year-old little girl from Princess Anne, Md. She was born a twin sister at just 25 weeks gestational, and has since been diagnosed with Hydrocephalus, Cerebral Palsy and Epilepsy. She's undergone several brain surgeries and has many more to go!

"Emerson Thomas - Unbreakable Emerson

Emerson is 6 years old and loves to be outside enjoying what the world has to offer. She loves to splash in pools, ride on boats with her friends, and float on rafts. She loves to play challenger baseball with her best friends Cheyanne, Charlotte and Noel. Playing dolls with her sister and also hide and seek are right up on top of the list of favorites. Emerson has attended Asbury Child Development Center for the last 3 years up until just days before her most recent brain surgeries.

After what has seemed like the longest year of our lives with testing and trying new medications to help Emme with her Epilepsy, meeting the best of the best neurologist, neurosurgeons from north to south, east to west and unanimous agreement from everyone, the very best option for Emerson was to start the Journey towards a right functional hemispherectomy. Hemispherectomy is a neurosurgical procedure in which a cerebral hemisphere is removed or disconnected that is used to treat a variety of refractory or drug-resistant seizure disorders. During this surgery she also had her shunt removed and a drain placed into her brain to help control the hydrocephalus. The right side of Emerson's brain was disconnected with a portion removed; she then underwent a 7th brain surgery to have her VP shunt placed into her right "unattached" brain. We were told to expect anywhere from 6-12 more brain surgeries during the first 5 months after the hemispherectomy.

Surgery was March 23, 2023 and April 3, 2023.

This surgery required her to be in PICU for 2 weeks at Hopkins and then an additional three to four months in an intensive rehabilitation program at Kennedy Krieger Institute in hopes that Emerson will gain all of her abilities back.

We are currently living at the KKI Inpatient rehabilitation unit and at the Believe in Tomorrow Children's House then when Emerson is sent to outpatient rehab we will both hopefully be living there since the drive would be too much for us to do daily. Her father and twin sister are living in Princess Anne trying to carry on as normal as possible visiting on the weekends when able.

Emerson's life started off Rare. She was born at 25.3 weeks gestation and with a twin sister. Not very many medical professionals thought her and her sister would make it more than a few hours being born so early but they were determined to make their mark on the world.

When she was two days old the neonatologist told us that she had suffered a very large brain bleed and that Emerson would most likely not ever walk or TALK! We never once gave up hope for her, or for her twin sister.

She has been diagnosed with Hydrocephalus, Cerebral Palsy and Epilepsy. She has now had 7 brain surgeries and 1 eye surgery. They both spent the first 106 days of my life in the NICU at Johns Hopkins." – Charissa Thomas



Title Sponsor: \$5,000 – OUR 2023 TITLE SPONSOR HAS ALREADY BEEN ACCEPTED

- 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 two posts per week 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.
- We will have 500 drink coasters printed with your logo to use at all of our parties and events in addition to 500 stickers with your logo and any preferred information to include in our captains bags and events.
- 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 one complimentary team entry (up to five anglers) OR one kayak entry to fish the tournament. We also encourage you to join us for 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. Due to demand, sponsors signing after August 1st 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 one complimentary team entry (up to five anglers) OR one kayak entry to fish the tournament. We also encourage you to join us for 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. Due to demand, sponsors signing after August 1st 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 one complimentary team entry (up to five anglers) OR one kayak entry to fish the tournament. We also encourage you to join us for 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. Due to demand, sponsors signing after August 1st 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 team entry (up to five anglers) OR one kayak entry to fish the tournament. We also encourage you to join us for 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 team entry (up to five anglers) OR one kayak entry to fish the tournament. We also encourage you to join us for 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.
- We encourage you to join us for 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.
- We encourage you to join us for 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.
- We encourage you to join us for our party on Saturday night!
- ❖ An in-kind donation with a \$750+ cash value will be recognized at the appropriate sponsorship level.



Sponsorship Add-On Opportunities

Add one or all 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.

Sponsor Spotlight - \$200

- By adding the sponsor spotlight opportunity to your sponsorship level, a spotlight page featuring your business as a sponsor will be featured in our official tournament judging program which will be accessed by all participating anglers and spectators wishing to follow the tournament and access the leaderboard. Spaces are limited. This program will be accessible via the web and mobile app. A television will also be setup at Tournament Headquarters featuring the leaderboard and all sponsor spotlights for the duration of the tournament. Sponsors will work directly with Logistics Coordinator Lindsay Mason to provide the content you'd like featured in your spotlight. Lindsay will design your spotlight for you and provide you with a proof to be approved by you prior to publishing.

Sponsorship Standalone Opportunities

Choose this opportunity in lieu of any other sponsorship level.

Sponsor Spotlight - \$350

- By choosing the standalone sponsor spotlight opportunity you are opting out of all other sponsorship level benefits. A spotlight page featuring your business as a sponsor will be featured in our official tournament judging program which will be accessed by all participating anglers and spectators wishing to follow the tournament and access the leaderboard. Spaces are limited. This program will be accessible via the web and mobile app. A television will also be setup at Tournament Headquarters featuring the leaderboard and all sponsor spotlights for the duration of the tournament. Sponsors will work directly with Logistics Coordinator Lindsay Mason to provide the content you'd like featured in your spotlight. Lindsay will design your spotlight for you and provide you with a proof to be approved by you prior to publishing.



2023 Tangier Classic Sponsor Disclaimer:

- 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.



2023 Tangier Classic Sponsor Sign-up Sheet:

Company Name: _____
Contact: _____ Phone: _____
Address: _____
Email: _____
Company Website URL: _____
Company Facebook Page: _____
Company Instagram Page: _____
Preferred Method of Contact: _____

Sponsorship Level Selection (Please Check One):

_____	Title Sponsor	\$5,000
_____	Official Product Sponsor	\$3,000
_____	Cobia Sponsor	\$1,500
_____	Redfish Sponsor	\$750
_____	Speckled Trout Sponsor	\$500
_____	Rockfish Sponsor	\$350
_____	Spadefish Sponsor	\$200
_____	Bluefish Sponsor	Value Of In-Kind Donation: \$ _____
_____	Sponsor Spotlight	\$350

ADD-ON OPPORTUNITIES:

_____	Promotional Space	\$150
_____	Banner Space	\$150
_____	Sponsor Spotlight	\$200

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

Tangier Classic Committee Information:

Board Members: Brad Taylor - Justin Ancheta - Adam Corry - Lindsay Mason

Committee Members: Ashley Taylor - Leslie Hooker - Erika Corry

General Inquiries/Questions: tangierclassic@gmail.com

Judging/Logistics Questions: help@tangierclassic.com

Phone: (410) 430-0028

Address: 6831 Scarlett Way, Hebron MD, 21830

Website: www.tangierclassic.com

Find us on FACEBOOK and INSTAGRAM! @tangierclassic