

SOUTHERN
G E N T L E M E N
— CONSTRUCTION LLC —



6th Annual

TANGIER CLASSIC

POWERBOAT - KAYAK - YOUTH

Sept 27 - 29, 2024

Crisfield, MD

2024 SPONSOR PACKET



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 the 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 \$200,000 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 fifth-annual event raised \$37,272 dollars in support of our main beneficiary, young Emerson Thomas. We encourage you to visit our website and social media pages to learn more. There, you can also learn about our previous youth beneficiaries who have become great friends of The Tangier Classic.

The sixth-annual Tangier Classic Fishing Tournament will return to our fishing home, the beautiful Tangier Sound, this coming September 27th-29th and will be headquartered in Crisfield. The American Legion Post No. 16 has served as our headquarters for the past five 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 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 helping us benefit disadvantaged youth in the Lower Shore/Crisfield area and support many non-profit and first responder groups.

You can find information on our event structure 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 fishing styles. Everything from powerboats, kayaks, and even a kids' division are represented. Our eligible species list is much more inclusive than other tournaments in the area. This format not only allowed Tangier Classic to thrive in its first five years but also enabled us to grow and prosper moving forward as we continue to become the premier fall tournament of the region!

We invite you to join our team and become an official sponsor of the 2024 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! Please contact our team if you have any questions or want to discuss additional options. See our contact information included below.

We look forward to your support.

Sincerely,

Tangier Classic Committee



Title Sponsor: \$5,000 – NO LONGER AVAILABLE FOR 2024

- 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, sponsor 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 at boat ramps across the region prior to the tournament. **Logos will be added to our website within ten days of paid sponsorship.** All registered participants will receive a complimentary sponsor shirt.
- 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 four posts per month 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 up to 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 centerfold of our tournament information handbook. Every participant will receive a handbook in their captain's 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 within 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.
- Tangier Classic will have 500 drink coasters printed with the title sponsor logo to use at all our parties and events.
- We will have 500 stickers printed with the title sponsor logo for our captain's bags and events.
- As the title sponsor, your logo will be imprinted on nylon drawstring bags that all registered anglers will receive upon check-in. 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, sponsor 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 at boat ramps across the region prior to the tournament. Every registered participant will receive a complimentary sponsor shirt. Logos will be added to our website within ten days of paid sponsorship.
- 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 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 two posts per month 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 and kayak anglers. ** (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, sponsor 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 at boat ramps across the region prior to the tournament. Every registered participant will receive a complimentary sponsor shirt. Logos will be added to our website within ten days of paid sponsorship.
- 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 two posts per month 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, sponsor 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 at boat ramps across the region prior to the tournament. Every registered participant will receive a complimentary sponsor shirt. Logos will be added to our website within ten days of paid sponsorship.
- 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 additional posts to promote your business on social media if committed on or before August 15th.
- 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, 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 at boat ramps across the region prior to the tournament. Logos will be added to our website within ten days of paid sponsorship. Your logo will appear on our sponsor shirts only if sufficient space is available. All registered participants will receive a complimentary sponsor shirt.
- 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 additional posts to promote your business on social media when committed on or before August 15th.
- 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. Logos will be added to our website within ten days of paid sponsorship. 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 at boat ramps across the region prior to the tournament.
- 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 additional post to promote your business on social media if committed on or before August 15th.
- 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! This sponsorship level does not come with a free tournament entry.

Spadefish Level Sponsor: \$200

- As a Spadefish Level Sponsor, your logo will be on all tournament literature, banners, flyers, and our website. Logos will be added to our website within ten days of paid sponsorship. 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 at boat ramps across the region prior to the tournament.
- 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! This sponsorship level does not come with a free tournament entry.

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! This sponsorship level does not come with a free tournament entry.
- ❖ 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 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 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 must 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 company's 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.

*Sponsor logos will be added to our website within ten days of paid sponsorship. Correct logos should be supplied.



2024 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 (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 - Adam Corry
Ashley Taylor – Erika Corry – David Galeone – Scott Drollette

Contact: tangierclassic@gmail.com or 410.430.0028
Address: 6831 Scarlett Way, Hebron MD, 21830

www.tangierclassic.com Find us on *Facebook* and *Instagram*!