



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 incredibly 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 for 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. With its rich fishing history, Crisfield will continue to serve as the perfect location for our event. 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 help us benefit disadvantaged youth in the lower shore/Crisfield area.

You can find more information about our event's 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; our event's unique format draws participation from anglers across the entire region and several fishing styles. Everything from powerboat, kayak, and even a kids' division is 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 - Erika Corry

Contact: tangierclassic@gmail.com or 410.430.0028

Make sure you find us on *Facebook* and *Instagram*! www.tangierclassic.com



Sponsor Levels

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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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 target up to a fifty-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 target up to a fifty-mile radius covering the Chesapeake region. The Tangier Classic planning committee will reach out to schedule your promotional videos no more than two times. Please promptly respond if you are interested in this opportunity as part of your sponsorship level.
- You will receive up to four full pages for a color advertisement at our tournament handbook's centerfold. 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 in the captain's bags that each angler receives. (i.e., key chains, koozies, pens, etc.). Promotional items must easily fit in the captain's bags.
- Your logo will be displayed next to ours on the official Tangier Classic measuring sticks presented to all fishing teams.
- As the title sponsor, your logo will be printed on nylon drawstring bags that we will use for all anglers as captain's 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 check's presentation 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 be the official representative of a particular product for our tournament (i.e., The official outboard motor of the 2021 Tangier Classic.) Other examples may include, but are not limited to, the official fishing rod, fishing reel, cooler, sunglasses, event products (i.e., tents), food caterer, boat, kayak, etc. 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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. If 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 target up to a fifty-mile radius covering the Chesapeake region.
- This sponsorship level 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 two times. Please promptly respond 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 captain's 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 captain's bags that each angler receives. (i.e., key chains, koozies, pens, etc.). Promotional items must easily fit in the captain's bags.
- The first two businesses to commit as an Official Product Sponsor will get their logo on the official Tangier Classic measuring sticks 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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. The 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 sponsorship level 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 two times. Please promptly respond 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 captain's 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 captain's bags that each angler receives. (i.e., key chains, koozies, pens, etc.). Promotional items must easily fit in the captain's 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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 a medium-sized banner (provided by your company) up to three feet by five feet at all tournament weekend events. The 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 sponsorship level 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 two times. Please promptly respond 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 captain's 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 captain's bags that each angler receives. (i.e., key chains, koozies, pens, etc.). Promotional items must easily fit in the captain's 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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 a medium-sized banner (provided by your company) up to three feet by five feet at all tournament weekend events. The 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 captain's 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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 captain's 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 event's duration, and flyers will be hung across the region at least a month ahead of time.
- Your sponsorship will be announced across all of 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 captain's 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.

- Your sponsorship will be announced across all of 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 will acknowledge any in-kind donations exceeding a value of \$750 at the appropriate sponsorship level.*



Additional Add-On Opportunities

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

Promotional Space - \$150

- By adding the promotional space opportunity to your sponsorship level, you will be given an area that is four feet by eight feet to advertise with a self-provided (professional looking) display. An employee may not occupy or sell items from your promotional space. The location of the promotional space will be determined and communicated with you before tournament weekend. Spaces are limited. The sponsor will be responsible for setting up their displays and cleaning up after the event.

Banner Space - \$150

- Adding the banner space opportunity to your sponsorship level will provide your business with a reserved area that's sufficient for hanging a small to a large-sized banner in a high traffic area at our venue. This banner may be as large as four feet by eight feet. The location of the banner space will be determined and communicated with you before 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: \$_____

❖ **We will acknowledge any in-kind donations exceeding a value of \$750 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
Adam Corry - Steve Mason - Lindsay Mason
Leslie Hooker - Ashley Taylor - Erika Corry

Contact: tangierclassic@gmail.com or 410.430.0028
www.tangierclassic.com Find us on *Facebook* and *Instagram*!