



THE WORLD'S LARGEST AND RICHEST  
BILLFISH TOURNAMENT

FOUNDED  
**1974**

2021 OFFICIAL  
SPONSORSHIP  
OPPORTUNITIES

*Ocean City, Maryland*

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# 2021 WHITE MARLIN OPEN OFFICIAL SPONSORSHIP OPPORTUNITIES

The White Marlin Open in Ocean City, Maryland is the World's Largest and Richest Billfish Tournament. For the past 46 years, anglers from all-over the world have competed to catch the heaviest White Marlin. White Marlin Open week is the busiest week of the year for the town of Ocean City, Maryland. With over 2,500 participants, their families, and the tens of thousands of spectators who come to watch the weigh-ins, the White Marlin Open is the premier event of the summer.

## 2020 STATS

### [wmoapparel.com](http://wmoapparel.com)

2020 stats (1/1/2020 - 12/31/2020)

**74,162** sessions

**50,665** users

**259,427** pageviews

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### [whitemarlinopen.com](http://whitemarlinopen.com)

2020 stats (1/1/2020 - 12/31/2020)

**766,111** sessions

**298,012** Users

**2,313,779** Pageviews

**00:03:57** Avg. Session Duration

**Visitors spent 3 hours on average  
on the marlin cam page**

### Facebook

**68,816** Total Page Likes

Weigh In posts during 2020 tournament reached  
over **50,000+** people each.

Some reaching almost **300,000** people!

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### Instagram

**22,600** Followers

## Official Platinum Sponsor Benefits

### \$8,500

- ▶ **Prime booth space** during registration (2 days) and during fishing days (5 days) along a major thoroughfare of Harbour Island Marina. Half of a 20x30 tent space in close proximity to the weigh scale. Tables and chairs are provided, as well as electricity if needed.
- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website.
- ▶ **Your logo and hyperlink on the sponsor page of the White Marlin Open website** Active from the time of sponsor commitment through October 1, 2021.
- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are at the weigh scale and at the Third Street ballpark. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam".
- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ½ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. Deadline for ad copy is July 1st.
- ▶ **Opportunity to hang a banner at the awards banquet**
- ▶ **Opportunity to present a custom award or prize at the awards banquet** The ceremony will take place the Saturday following the event from 4 pm- 6 pm. With prior approval, new awards categories may be created.
- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total.
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 60,000 + subscribers on our email list.

## Official Diamond Sponsor Benefits

\$5,500

- ▶ **Prime booth space** during registration (2 days) and during fishing days (5 days) along a major thoroughfare of Harbour Island Marina. Your company will receive a 9x10 tent with tables and chairs, as well as electricity if needed.
- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website.
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- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are at the weigh scale and at the Third Street ballpark. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam".
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- ▶ **Option of placing promotional items in Captain's buckets** Each boat receives a wrapped bucket full of participant apparel and sponsor giveaways. Promotional items must be sent in advance to the event. Please prepare to send 450 total.
- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 60,000 + subscribers on our email list.

## Official **Gold** Sponsor Benefits \$4,000

- ▶ **Table space** under the registration tent for two days. An 8 ft. table will be provided for marketing your company. All participants must walk past the sponsors in the registration tent in order to register for the event.
- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment, as well as a post the week leading up to the event, one daily during the event, and one at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website.
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- ▶ **Loudspeaker recognition** Multiple loudspeaker sponsor announcements will be made nightly. Thousands of people gather nightly at Harbour Island Marina to watch the weigh ins live.
- ▶ **Ad in the White Marlin Open Magazine** Your company will receive a ¼ page black and white ad in the White Marlin Open Magazine. Total distribution is over 10,000. You may upgrade to color for an additional fee. A pdf of the magazine will also appear on our website, whitemarlinopen.com. Deadline for ad copy is July 1st.
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- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 60,000 + subscribers on our email list.

## Official **Silver** Sponsor Benefits \$1,500

- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment, as well as a post the week leading up to the event, and one at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website.
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- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 60,000 + subscribers on our email list.

## Official **Bronze** Sponsor Benefits \$1,000

- ▶ **Social media recognition** Your company will receive recognition on Facebook at the time of commitment as well at the conclusion of the event. Your company has the option of providing specific content, otherwise the post will consist of your logo and link to your website.
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- ▶ **Recognition on big screens** Your company will be listed as an official sponsor on the big screens that are at the weigh scale and at the Third Street ballpark. Thousands of people attend both venues nightly to watch the weigh ins live, or virtually. The same live feed is also available through our website on the "Marlin Cam".
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- ▶ **Sponsor acknowledgement in the local papers**
- ▶ **Event posters** Sponsor name included in the event posters that are distributed 3 weeks prior to the event to local businesses including bars and restaurants.
- ▶ **Company name in all press releases**
- ▶ **Email blast.** Your company will be featured in an eblast that goes out to our 60,000 + subscribers on our email list.

## Visor & Hat Sponsorship

Sponsor will provide participants with a minimum of 3 hats and 3 visors per bucket. Hats and visors will be embroidered with the White Marlin Open logo and may also include one additional company logo.

Hats and visors should be delivered to the **White Marlin Open** no later than **July 1, 2021**.

This opportunity may not be combined with the Bucket or Participant Shirt Sponsorship.

## Participant Shirt Sponsorship

Sponsor will provide a minimum of 6 shirts per bucket for tournament participants. Shirts must include “Participant of the 2020 White Marlin Open” in the design, and must be pre-approved by tournament officials. One other company logo may appear on the shirts. Shirts should be delivered to the **White Marlin Open** no later than **July 1, 2021**.

This opportunity may not be combined with the Bucket or Visor & Hat Sponsorship.

## Some of our past Platinum Sponsors



## Some of our past Diamond Sponsors



## Some of our past Gold Sponsors



BERTRAM



Huk  
PERFORMANCE FISHING



Some of our past  
Silver Sponsors



Fish Unlimited Taxidermy



Oakdale, N.Y. and Marshfield City, N.C.  
"Were Second Only to Nature"



Fish Unlimited Taxidermy



Oakdale, N.Y. and Marshfield City, N.C.  
"Were Second Only to Nature"



Some of our past  
Bronze Sponsors



# White Marlin Open Sponsorship Agreement

Company/Sponsor Name \_\_\_\_\_ Date \_\_\_\_\_

Authorized Representative \_\_\_\_\_ Email \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## Sponsorship Level

Platinum

Silver

Diamond

Bronze

Gold

Vendor Only

\$ \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

# White Marlin Open Sponsorship Authorization

A **50% deposit** is due at the time of commitment. The balance of all sponsorships is due by **August 1, 2021**.

*Please make checks payable to:*

White Marlin Open P.O. Box 737  
Ocean City, MD 21843

As an authorized representative for the above Sponsor, I understand the terms and conditions of this agreement and the benefits I am to receive as a White Marlin Open Sponsor per the 2021 published "Sponsorship Opportunities". I am authorized to commit to such on behalf of the above named entity, and agree to pay the amount described herewith.

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Signature \_\_\_\_\_ Date \_\_\_\_\_

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White Marlin Open Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

## Live Broadcast Advertising Opportunities

Discounts available for current sponsors of White Marlin Open, Hooked on OC and Fish in OC.

Sponsors may provide their commercial at no additional charge.

Hooked on OC will produce commercials at the rate of \$500 for :15 seconds and \$750 for :30 seconds.

