

CAYMAN BILLFISH RUNDOWN



Presented by **DART**

THE RESIDENCES AT
seafire
RESORT + SPA
SEVEN MILE BEACH
GRAND CAYMAN



TUESDAY MAY 14 – FRIDAY MAY 17, 2019
GRAND CAYMAN, CAYMAN ISLANDS | CAMANA BAY HARBOUR

SPONSORSHIP PACKAGES

CAYMANBILLFISHRUNDOWN.COM | INFO@CAYMANBILLFISHRUNDOWN.COM | 345-333-6543

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ABOUT THE TOURNAMENT

The Cayman Billfish Rundown is an international fishing tournament presented by Hurley's Media, Dart and The Residences at Seafire taking place Tuesday May 14 to Friday May 17 2019.

This inaugural tournament will be the first of this calibre and international appeal, attracting high net worth (HNW) individuals to engage in the multiple days of fishing, Caribbean cuisine, local activities and the Island's largest entertainment event – CayMas Carnival.

The tournament will take place in the prestigious Camana Bay with all boats being docked in the Harbour with weigh station and festivities taking place on the Crescent.

Over USD \$520,000 in potential prize winnings, including over USD \$270,000 in guaranteed cash payout.



KEY DEMOGRAPHICS FOR BOAT OWNERS & CAPTAINS

Average New Boat Cost: over USD \$2.5 million

Male: 35-65

Average Investment in Boat-Related Expenses Annually: USD \$100,000-USD \$400,000

Boat owners rely on hired crew for expertise with operating and purchase decisions

Median Captain's Salary: USD \$70,000 to USD \$110,000

Average boat employees full time captain and crew

Average boat over 60'

The primary target audience will be HNW individuals who own sport fishing boats from the United States, with secondary markets in Jamaica, Costa Rica and regionally within the Caribbean. With a global estimate of 10,000 sportfishing vessels (40ft and above), we will target these boat owners, crew and their families. Professional sportfishing captains are also of particular importance in our marketing strategy, as their influence in tournament participation and viability is of great consequence. With an estimated 8-10 participating members per professional sportfishing vessel and a host of local boat participation, the tournament is expecting to attract over 300 participating patrons.



MARKETING THE EVENT

The tournament will be marketed both locally and internationally through print, digital, social assets and at other overseas tournaments and boat shows.

Carey Chen, world renowned marine artist and angler, will promote the tournament as our Tournament Ambassador at events and across his social media platforms which have over 100,000 followers.

International marketing

In the Bite magazine – 25,000 print readership per issue, 30,000 average monthly website visitors, 6,500 opt-in newsletter subscribers

- Full page print ad – Jan/Feb edition
- Digital banners in e-newsletter – Nov, Dec, Jan, Feb
- E-news editorial contribution
- Editorial submission

Marlin magazine – 38,000 print readership per issue, 119,000 average monthly website visitors, 15,000 opt-in newsletter subscribers

- Full page print ad – Feb edition
- Digital banners in e-newsletter – Nov, Dec, Jan, Feb
- Editorial submission

Quest for the Crest Sailfish Series – Key West, Ft Lauderdale and Miami 10,000 circulation

- Half page ad

Digital ads – Geotargeted ads to key demographic audience, Polygonning at specific events. To include Google Ads, Facebook, Instagram, retargeting, etc. Digital ad campaigns to run at the following events:

- Fort Lauderdale International Boat Show – October 31 – November 4 2018.
Over 110,000 attendees at 7 locations
- Miami Boat Show – February 14-18 2019. Over 100,000 attendees
- Miami Yacht Show – February 14-18 2019.
- Various US based Fishing Tournaments focusing on the East Coast, Florida and Texas



PLATINUM SPONSOR – \$75,000



- Logo placement on signage and banners on site at weigh station
- International marketing – logo inclusion in In the Bite magazine, Marlin magazine and Digital ads
- Presenting sponsor for the Grand Prize Trophy – Most Billfish Releases \$100,000 prize. Company name listed on the presenting trophy and photo opportunity with winning team.
- Presenting sponsor for the Captain's Award Trophy – Most Billfish Releases award prize \$10,000. Company name listed on the presenting trophy and photo opportunity with winning team.
- Logo include in tournament promotional video. Video to be promoted through YouTube, social media, website, Camana Bay Cinema, various fishing tournament and publication websites
- Logo placement on stage on/or near weight station (located on the Crescent, Camana Bay)
- Sponsor for participant dinner on awards night (location in Camana Bay TBC). Opportunity to put up company branding at the dinner.
- Company mentions on all media releases – local and international
- Company mentions on radio ads and live reads across Hurley's Media stations

PLATINUM SPONSOR – \$75,000 (CONTINUED)

- Double page ad in printed tournament brochure – to be distributed to all attendees and select locations across Cayman
- Social media mentions and cross promotion
- Logo listed on the sponsor page of the website with a link to sponsor's site
- Logo inclusion on email blasts to tournament participants and those interested in getting information about the tournament
- Dedicated email blast to tournament participants and tournament database
- 10 invitations to Welcome Reception for tournament participants (TBC – Monday evening)
- Special mentions on stage during welcome reception, weigh-in and awards ceremony
- Vendor booth during registration and every evening of the event
- Branding on all tournament signage and the step & repeat at the weigh station
- Option to distribute material/giveaways in the tournament welcome bag
- Opportunity to make brief remarks at awards ceremony
- Opportunity to present an award during the awards ceremony

Business name: _____

Authorized Client Signature: _____ Date: _____

Sales Representative: _____ Date: _____

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DIAMOND SPONSOR – \$25,000

Only 2 available

- Logo placement on select promotional material (print and digital), signage, banners, etc.
- Logo placement on stage on/or near weight station (located on the Crescent, Camana Bay)
- Opportunity to host a VIP networking event for boat owners one evening during the tournament (Location in Camana Bay TBC)
- Presenting sponsor for one of the Heaviest Fish categories (ie: Heaviest Dolphin, Tuna or Wahoo). 1st place award prize US\$10,000. Company name listed on the presenting trophy and photo opportunity with winning team.
- Company mentions on all local and international media releases
- Company mentions on radio ads and live reads across Hurley's Media stations
- Full page ad in printed tournament brochure – to be distributed to all attendees and select locations across Cayman.
- Social media mentions and cross promotion
- Logo listed on the sponsor page of the website with a link to sponsor's site
- Logo inclusion on email blasts to tournament participants and those interested in getting information about the tournament
- 10 invitations to Welcome Reception for tournament participants (TBC – Monday evening)
- Verbal mentions on stage during weigh-in and awards ceremony
- Vendor booth during registration and every evening of the event
- Opportunity to put up branding during registration, weigh-in and awards ceremony (banners, flags, signage, etc)
- Option to distribute material/giveaways in the tournament welcome bag
- Opportunity to present an award during the awards ceremony

Business name: _____

Authorized Client Signature: _____ Date: _____

Sales Representative: _____ Date: _____

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GOLD SPONSOR – \$12,500

Only 3 available

- Logo placement on select promotional material (print and digital), signage, banners, etc.
- Logo placement on stage on/or near weight station (located on the Crescent, Camana Bay)
- Named sponsor of one (1 of 3) breakfast during the tournament
- Presenting sponsor for one of the Non-Billfish Doubler categories (ie: Dolphin, Tuna or Wahoo). Award prize US\$15,000. Company name listed on the presenting trophy and photo opportunity with winning team.
- Company mentions on media releases
- Company mentions on radio ads and live reads across Hurley's Media stations
- Half page ad in printed tournament brochure – to be distributed to all attendees and select locations across Cayman.
- Social media mentions and cross promotion
- Logo listed on the sponsor page of the website with a link to sponsor's site
- Logo inclusion on email blasts to tournament participants and those interested in getting information about the tournament
- 6 invitations to Welcome Reception for tournament participants (TBC – Monday evening)
- Verbal mentions on stage during weigh-in and awards ceremony
- Vendor booth during registration and every evening of the event
- Option to distribute material/giveaways in the tournament welcome bag
- Opportunity to present an award during the awards ceremony

Business name: _____

Authorized Client Signature: _____ Date: _____

Sales Representative: _____ Date: _____

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SILVER SPONSOR – \$5,000

Only 10 available

- Logo placement on select promotional material (print and digital), signage, etc.
- Company mentions on media releases
- Company mentions on radio ads or live reads across Hurley's Media stations
- Quarter page ad in printed tournament brochure – to be distributed to all attendees and select locations across Cayman.
- Social media mentions and cross promotion
- Logo listed on the sponsor page of the website with a link to sponsor's site
- 2 invitations to Welcome Reception for tournament participants (TBC – Monday evening)
- Verbal mentions on stage during weigh-in and awards ceremony
- Vendor booth during registration and every evening of the event
- Option to distribute material/giveaways in the tournament welcome bag



Business name: _____

Authorized Client Signature: _____ Date: _____

Sales Representative: _____ Date: _____

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BRONZE SPONSOR – \$1,500

- Quarter page ad in printed tournament brochure – to be distributed to all attendees and select locations across Cayman
- Social media mentions and cross promotion
- Company name listed on the sponsor page of the website with a link to sponsor's site
- Option to distribute material/giveaways in the tournament welcome bag

Business name: _____

Authorized Client Signature: _____ Date: _____

Sales Representative: _____ Date: _____

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VENDOR BOOTH – \$ 2,500



Only 6 available

- Company mentions on radio ads or live reads across Hurley's Media stations
- Social media mentions and cross promotion
- Logo listed on the sponsor page of the website with a link to sponsor's site
- Vendor booth during registration and every evening of the event
- Option to distribute material/ giveaways in the tournament welcome bag

Business name: _____

Authorized Client Signature: _____ Date: _____

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