

2016

# 2016 Bluefin Blowout

SPONSOR OPPORTUNITIES  
AUGUST 4-6, 2016

STAY SALTY, LLC | 17 Abbott Road | Gloucester | MA 01930

# 2016 Bluefin Blowout, Sponsor Opportunities

---

## **Platinum Title Sponsor**

The Platinum Presenting Sponsor is the TITLE sponsor of the tournament and it is the premier position. As the highest level possible, this is offered as a single spot opportunity and it provides **exclusivity** as it pertains to the particular industry. As the tournament is promoted and advertised, so is the Platinum Title Sponsor's name and brand. The sponsor's name and/or logo will always be directly affiliated with the Tournament Name and prominently represented as "*Presented by...*"

The Platinum Title Sponsor will enjoy **unrestricted** ability to promote their brand and product in association with the Tournament STARTING IN MAY and heavily marketing leading up to and during the 3 day event. The benefits and opportunities of the Platinum Title Sponsor are listed below.

1. Exclusive presenting rights within the tournament with sponsor name and/or logo as "*Presented by...*" prominently placed in all and any promotion with the event.
2. Sponsor name and/or logo as "*Presented by...*" prominently placed adjacent to the tournament name on all signage, print, radio and Social Media marketing initiatives.
3. Sponsor direct-click name and/or logo link on Home Page and EVERY other website page affiliated with the tournament.
4. Sponsor company and/or brand description on About Us page of the website
5. Prominent Banner ads on Tournament website (sponsor provided content)
6. Sponsor name and/or logo as "*Presented by...*" prominently displayed on all tournament online promotions, official Tournament Facebook Page and Constant Contact E-mail blasts.
7. Full page Advertisement space and article in Official **Coastal Angler** Bluefin Blowout Tournament Edition Magazine distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.
8. Full page Advertisement space and article in Official **Coastal Angler – Boston/North Shore** "Special 2016 Bluefin Blowout Tournament 16 page insert" distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.
9. Sponsor name and/or logo as "*Presented by...*" prominently displayed on promotional FULL page Advertisement in JULY issue of the **Coastal Angler – Boston/North Shore**

10. Sponsor name and/or logo as *“Presented by...”* prominently displayed on official BLUEFIN BLOWOUT T-shirt and sweatshirt design, captain’s bags and other official tournament merchandise
11. Sponsor name and/or logo as *“Presented by...”* prominently displayed on Tournament Banner at entrance to marina
12. Sponsor name and/or logo as *“Presented by...”* prominently displayed on top of the giant Official Weigh-In stage banner
13. Visible presence on the night of the Captain’s Meeting and Awards presentation from company representative to be part of the evening’s program as a speaker or presenter
14. Platinum Presenting sponsor announcement by tournament MC continuously during all tournament events
15. Premium display area next to official Bluefin Blowout Bluefin Blowout Tournament Weigh-In Stage (10x10) – Table and 2 chairs supplied
16. Premium display area surrounding exterior of Bluefin Blowout Tournament Tent
17. Premium Banner locations (sponsor supplied banner) including entrance of Bluefin Blowout Tournament Tent
18. Opportunity to place promotional items in Captain’s bags
19. Six (6) Tournament event tickets for Thursday and Saturday events
20. VIP Captain’s meeting and Banquet seating and VIP Parking (3 spots)
21. Sponsor logo as *“Presented by...”* prominently displayed on official tournament letterhead
22. Opportunity to place company signage and displays on Daily Jackpot Boards, Tournament Scoreboard, stage area, etc.
23. Tabletop placement (if desired) inside tent to display, sell or market literature, products, merchandise, samplings, etc.
24. Ten (10) custom Social Media ads to all platforms (6 pre-tourney | 4 post-tourney)

### **Diamond Event Sponsor - \$3,500**

The Diamond Event Sponsor is recognized as a major sponsor of the tournament. The benefits and opportunities of the Diamond Event Sponsor are listed below.

1. Industry exclusive rights with sponsor name and/or logo as major event sponsor placed below the Platinum Sponsor in any promotion of the event.

2. Sponsor name and/or logo recognized as *Diamond Event Sponsor* prominently placed below the Platinum Sponsor on Home Page and EVERY other website page.
3. Sponsor direct-click name and/or logo link on Home Page and EVERY other website page
4. Banner ad on Tournament website (sponsor provided content)
5. Sponsor name and/or logo prominently displayed below the Platinum Sponsor on all tournament online promotions and Constant Contact E-mail blasts.
6. 1/2 page Advertisement space in Official **Coastal Angler** Bluefin Blowout Tournament Edition Magazine distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events
7. 1/2 page Advertisement space in Official **Coastal Angler – Boston/North Shore** “Special 2016 Bluefin Blowout Tournament 16 page insert” (July Edition) distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events
8. Sponsor name and/or logo displayed below the presenting sponsor on promotional FULL page Advertisement in JULY issue of the **Coastal Angler – Boston/North Shore**
9. Sponsor name and/or logo prominently displayed below Platinum Sponsor on official BLUEFIN BLOWOUT T-shirt and sweatshirt design and on selected merchandise
10. Sponsor name and/or logo displayed below the Platinum Sponsor on Tournament Banner at entrance to marina
11. Sponsor name and/or logo prominently displayed below the Platinum Sponsor on giant Official Weigh-In stage banner
12. Special Recognition as major sponsor by tournament directors during captain’s meeting and banquet
13. Major event sponsor announcement by tournament MC periodically during all tournament events
14. Premium display area in the official Bluefin Blowout Tournament Sponsor Tent – Table and 2 chairs supplied - *See Sponsor Tent Layout*
15. Unlimited Premium Banner locations (sponsor supplied banners) in Bluefin Blowout Tournament Tent
16. Opportunity to place promotional items in Captain’s bags
17. Two (2) Tournament event tickets for Thursday and Saturday events
18. Five (5) Custom Social Media ads to all event platforms. (3 pre-tourney | 2 post-tourney)
- 19.

## **Gold Sponsor - \$2,500**

The Gold Sponsor position will benefit from excellent exposure. It is a great opportunity to include your company/brand in a group of industry leaders. The benefits and opportunities of the Gold Sponsor are listed below.

1. Sponsor name and/or logo as event sponsor placed below the Diamond Sponsor in any promotion of the event.
2. Sponsor name and/or logo placed at **footer of every website page** with a direct-click name and/or logo link.
3. Sponsor name and/or logo displayed below the Diamond Sponsors on all tournament online promotions Constant Contact E-mail blasts.
4. 1/4 page Advertisement space in Official **Coastal Angler** Bluefin Blowout Tournament Edition Magazine distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.
5. 1/4 page Advertisement space in Official **Coastal Angler – Boston/North Shore** “Special 2016 Bluefin Blowout Tournament 16 page insert” (July Edition) distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.
6. Sponsor name and/or logo prominently displayed below the Diamond Sponsor on official BLUEFIN BLOWOUT T-shirt design
7. Sponsor name and/or logo displayed on the Official Weigh-In stage
8. A table space under the official Bluefin Blowout tournament tent for all tournament days (6' table with 2 chairs provided)
9. Four (4) Banner locations (sponsor supplied banners) in Bluefin Blowout Tournament Tent - *See Sponsor Tent Layout*
10. Opportunity to place promotional items in Captain's bags
11. Two (2) Tournament event tickets for Thursday and Saturday events
12. Tabletop placement (if desired) inside tent to display, sell or market literature, products, merchandise, samplings, etc.
13. Three (3) Custom Social Media ads to all event platforms. (2 pre-tourney | 1 post-tourney)

### **Silver Sponsor - \$1000 (additional advertising options in Coastal Magazine)**

The Silver Sponsor position is a great entry level opportunity to be involved in a big time tournament. You will be surrounded by well-established industry names and emerging successes. The benefits and opportunities of the Silver Sponsor are listed below.

1. Sponsor name and/or logo recognized as *Silver Sponsor* on Sponsor Page.
2. Sponsor direct-click name and/or logo link on Sponsor Page.
3. 1/8 page Advertisement space in Official **Coastal Angler** Bluefin Blowout Tournament Edition Magazine distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.
4. **Optional Promotional Advertising** space in Official **Coastal Angler – Boston/North Shore** “Special 2016 Bluefin Blowout Tournament 12 page insert” (July Edition) distributed at over 30 locations over the North Shore, Massachusetts area AND during all Tournament events.
5. A table space under the official Bluefin Blowout tournament tent for all tournament days (6’ table with 2 chairs provided) – *See Sponsor Tent Layout*
6. Two (2) Banner locations (sponsor supplied banner) in Bluefin Blowout Tournament Tent
7. Opportunity to place promotional items in Captain’s bags
8. Two (2) Tournament event tickets for Thursday and Saturday events
9. Tabletop placement (if desired) inside tent to display, sell or market literature, products, merchandise, samplings, etc.
10. One (1) Custom Social Media as to all event platforms. (1 pre-tourney)

### **Bronze Product Sponsor - \$500**

The Bronze Sponsor position is designed to showcase your product and promote your brand by putting merchandise in the hands of the participating captains and crews as well as the general public. The benefits and opportunities of the Bronze Sponsor are listed below.

1. Sponsor name and/or logo recognized as *Bronze Product Sponsor* on Website Sponsor Page.
2. Sponsor product donations will be showcased and publicly raffled at the Saturday awards banquet.
3. 1/16 page Advertisement space in Official **Coastal Angler** Bluefin Blowout Tournament Edition Magazine distributed at over 260 locations over the North Shore, Massachusetts area AND during all Tournament events.

4. Banner location (sponsor supplied banner) in Bluefin Blowout Tournament Tent
5. Opportunity to place promotional items in Captain's bags

**Table Sponsor - \$300**

The Table Sponsor position is designed to showcase your product and services and promote your business by putting merchandise in the hands of the participating captains and crews as well as the general public. A vendor tent will be available throughout the 3 days of the tournament and open to the public. The benefits and opportunities of the Bronze Sponsor are listed below.

1. 10 Foot Table in Vendor Tent
2. 3 days of tournament | exposure opportunities
3. Banner display across table
4. No electric provided

# 2016 BLUEFIN BLOWOUT Sponsorship Form Agreement

## SPONSOR LEVEL

Diamond     Gold     Silver     Bronze     Table

Donated Items \_\_\_\_\_

Total Sponsorship Value \$ \_\_\_\_\_

## SPONSOR INFORMATION

Company/Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### SPONSORSHIP LEVEL AGREED TO AND ACCEPTED BY:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### BLUEFIN BLOWOUT AUTHORIZED REPRESENTATIVE

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please email completed form to Stay Salty, LLC at [drewhale@bluefinblowout.com](mailto:drewhale@bluefinblowout.com)

Or call 617-606-1448 to become a 2016 sponsor

Checks payable to Stay Salty, LLC, 17 Abbott Road, Gloucester, MA 01930



# 2015 BLUEFIN BLOWOUT

## Radio | Social Media Results

### Radio Ad Campaign (July 7 – 23, 2015)

- 2 WEEI.com homepage takeover. (July 15, 2015 | July 22, 2015)
- 2 WAAF.com homepage takeover. (July 15, 2015 | July 22, 2015)
- 65 30 second radio commercials run on WEEI/WAAF during peak hours.
- 65 30 second radio commercials run on WEEI.com and WAAF.com non-peak hours.
- 50 additional 30 second spots – randomly run throughout broadcasts.
- 5 live reads on WEEI the week before the Bluefin Blowout.
- 5 live reads on WAAF the week before the Bluefin Blowout.
- E-mail blast to WEEI/WAAF database of more than 800,000 subscribers.

Homepage takeovers resulted in combined 584,044 impressions resulting in 4,056 CTR rate of 0.69%. Banner ad displayed on WEEI.com (1 week) resulted in 565,917 impressions resulting in 9,606 CTR rate of 1.70%.

### Social Media Campaign (July 1 – August 1, 2015)

#### Twitter

- 39,084 Twitter Impressions
- 1079 Engagement
- 190 CTR to website from Twitter
- 29% New Followers acquired
- 25% FEMALE | 75% MALE

#### Facebook

- 252,710 Facebook Impressions
- 40,323 Users
- 2710 CTR to website from Facebook
- 7.7K (ages 35-44) and 5.3K (ages 45-54)
- 37% New Fans acquired
- 38% FEMALE | 62% MALE