

# Sarasota Glam

Cover Photo by: Greg Brown Photography ©

2011 SPONSORSHIP PACKAGES

# Sarasota Slam

**Marina Jack, Sarasota FL ~ August 2-6, 2011**

*Tuesday, August 2, 2011*

4:00pm - 6:00pm Billfish Division Registration

6:00pm - 7:00pm Billfish Div. Capt. Meeting

7:00pm Kickoff Party - Dockside

*Wednesday, August 3, 2011*

10:00am - Noon Kids Klub Junior Angler Event

Noon Billfish Anglers Released from MJ

*Thursday, August 4, 2011*

6:00pm - 7:30pm Sponsor Party on the Marina Jack II (tent)

8:00pm - 11:00pm Texas Hold'em Tournament/Casino Night

*Friday, August 5, 2011*

Noon - 3:00pm Inshore/Offshore Div. Registration

3:00pm - 4:00pm Inshore/Offshore Div. Capt. Meeting

4:00pm Inshore/Offshore Div. Anglers Released

9:00pm-2am Downtown Sarasota Charity Pub Crawl

*Saturday, August 6, 2011*

9:00am - Noon Billfish Boat Check-In

Noon - 6:00pm Silent Auction

Noon - 5:00pm Budweiser Hospitality Tent for Anglers

2:00pm - 3:00pm All Inshore Weigh-In

3:00pm - 4:00pm All Offshore Weigh-In

4:00pm - 5:00pm All Billfish and Fun Fish Weigh-In

6:00pm - 7:00pm Buffet Dinner

7:00pm Live Auction and Awards

8:00pm Dockside Party at Marina Jack

All times are subject to change.

*www.SarasotaSlam.com*



# Welcome

The Home Builders Association Manatee-Sarasota invites you to partner for the 2011 Sarasota Slam in Sarasota, Florida. This event is quickly becoming West Central Florida's most successful entry into world-class sport fishing tournaments.

Six years into the billfishing series, this event has already made a name for itself in the circuit. Anglers are greeted by an amazing location and staff and treated to a top-notch event.

More than 250 anglers competed and reeled in over \$150,000 in cash prizes. The event at Marina Jack combined with the hospitality of Sarasota's finest, make this tournament one to remember.

Marina Jack is the ideal location for this amazing tournament, with direct, no bridge access to the Gulf and a deep water harbor, the Jack is located in the heart of downtown Sarasota where the attractions and entertainment are unlimited. The marina includes full amenities, fuel dock, ship's store and ground transportation. The marina is host to Sarasota's largest charter boat fleet including fishing, diving, sailing, cruising, and boat rentals. Sarasota's downtown area and St. Armands Circle offers world-renowned shopping, dining, arts, architecture, museums, aquariums, and more.

The tournament also reaches out to the community by supporting local organizations such as: Mote Marine Laboratory, The Make-A-Wish Foundation, Suncoast Foundation for the Handicapped, Camp Florida Fish Tales, American Cancer Society, Noah Beck Foundation, Future Builders of America, Salvation Army, Meals On Wheels and many more.

This four day event offers our sponsors direct angler access, starting on Tuesday with the Billfish and Fun Fish Division Captains Meeting and Kick off Party. Thursday, we invite a select group of Junior Anglers and give them a day to rememebr, then we treat the sponsors to a sunset cruise on the Marina Jack II. When we get back to the marina, feel free to try your hand at our Annual Texas Hold'em Tournament. Friday, Inshore and Offshore Anglers are on deck for the Captains Meeting and released to fish. Then the land lubers put on some fancy duds and head Downtown Sarasota to make a donation to a select charity and celebrate the Sarasota Slam. Saturday, get ready for the biggest day of the event starting at 9:00am, when the Billfishing Anglers back in their rigs and submit their catch videos. Weigh-in starts at 1:00pm and spectators from all over the globe come to participate in raffle drawings, silent and live auctions, and visit vendor booths as they witness the largest weigh-in Sarasota, Florida has ever experienced.

Sponsorship opportunities and levels can be customized to fit your company's needs. Donations that are non-monetary may be considered, and if approved, the donation value will be recognized in the sponsor category.

## *Tournament Director*

Alan Anderson  
Phone 941.907.4133 x304  
Fax 941.907.4134  
E-mail: [director@sarasotaslamm.com](mailto:director@sarasotaslamm.com)  
c/o HBA Manatee-Sarasota  
8131 Lakewood Main Street, Ste 207  
Lakewood Ranch FL 34202

## *Dock Master*

Sam Chavers  
Marina Jack  
Phone 941.955.9488  
E-mail: [dockmaster@marinajacks.com](mailto:dockmaster@marinajacks.com)



# Tournament Promotions

## Mass Media/Advertising

Utilizing both print and electronic media, participants, clients and the public are kept informed of tournament statistics and event updates through our website [www.sarasotaslamm.com](http://www.sarasotaslamm.com) and articles that include, wherever possible, sponsor names, logos and website links.

## Professional Affiliations

The Sarasota Slam is an Official Event of the World Billfish Series tournament circuit and an IGFA Qualifying event. The tournament also supports The Billfish Foundation. In addition to the prestige provided by these sanctions, the event is included in their marketing efforts, thereby expanding our exposure exponentially.



## Editorial Coverage/Public Relations

The Sarasota Slam Public Relations team is extremely passionate about their mission. We secure media outreach to local, regional and national media through fishing and boating publications from January through October 2011.

Media companies we advertise with include (but are not limited to): Billfishing Magazine, InTheBite, Water Life, SRQ Magazine, and Boat Trader Magazine.

The PR team also participates in many online forums, in addition to visiting other local tournaments and boating/fishing shows to promote the tournament.

## Internet Exposure

In addition to our official website, [www.SarasotaSlam.com](http://www.SarasotaSlam.com), where we provide year-round links to your company's website, the event is listed and covered in major sport fishing tournament sites and local event calendars.

## Merchandise

The Highest-quality products and artwork created by Sarasota's own leading marine artist, Steve Whitlock, ensure that tournament apparel is worn for years to come, placing your company's logo in plain sight of the people who buy and use your products.

## On-site Presence

Your support as a sponsor is clearly evident during the event through banner placement, Multi Media exposure and product display booths.

In addition, the combination of private and public functions gives sponsors an opportunity to interact with existing and prospective clients in a relaxed, informal setting and introduce their products to hundreds of potential clients



# Sponsorship Opportunities

## PRESENTING SPONSOR

The Sarasota Slam presented by your company!

**\$10,000.00 DONATION**

1 Complimentary Billfish/Fun Fish tournament entry OR 8 complimentary Inshore OR 2 Offshore entries  
Up to 4 corporate banners displayed around the marina, minimum of one behind the stage and one on the dock throughout entire event.

8 VIP tickets to each event including: the kickoff, sponsor party, and viewing area for the weigh-in

Full page color advertisement in event program in prominent location of your choosing (excluding the front cover)

3 Minutes to address anglers at both Captains Meetings

Access to tournament participant mailing list

4 Captains buckets

Your logo on:

- front chest pocket of the tournament shirt
- all printed tournament collateral (Including: cover of event program, angler/sponsor badges, boat number/marina map, sponsor page of tournament program, entry forms, direct mail pieces, Sarasota Slam banners and event posters)
- home page, sponsor page, and title banner of website with hyper links from the sponsor page
- sponsor slide at Captains Meetings
- on all winning display checks
- displayed on all tournament advertisement not previously circulated upon commitment

Opportunity to address the audience at the tournament weigh-in (Saturday, August 6th)

Opportunity to provide Captains bucket promotional item

A display table at both angler Captains Meetings to display, promote, give-away or sell product.

Opportunity to have a display on weigh-in day

Recognition by MC or Tournament Director throughout the entire event.



# Sponsorship Opportunities

## **BILLFISH SPONSOR - \$7,500.00 DONATION** (1 Available)

4 Complimentary Inshore OR 1 Offshore tournament entry OR \$500 credit toward the Billfish/Fun Fish tournament

2 corporate banners displayed throughout entire event

6 VIP tickets to each event including: the kickoff, sponsor party, & viewing area for the weigh-in

Full page color advertisement in event program in prominent location

Access to tournament participant mailing list

2 Captains buckets (inclusive of 2 tournament shirts)

Your logo on:

- sleeve of the tournament shirt
- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners and event posters)
- sponsor page of website with hyper link and banner ad on one page for one year
- sponsor slide at Captains Meetings
- on billfish winning display checks

Opportunity to provide Captains bucket promotional item

Opportunity to have a display on weigh-in day

Recognition by MC or Tourney Director throughout the entire event.



## **FUN FISH SPONSOR - \$2,500.00 DONATION**

(3 Available – Tuna, Wahoo, and Dolphin)

1 corporate banner displayed throughout entire event

2 VIP tickets to the kickoff and sponsor party

Half page color advertisement in event program

Your logo on:

- large logo on back of the tournament shirt
- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners and event posters)
- sponsor page of website with hyper link
- sponsor slide at Captains Meetings
- on fun fish winning display checks

Opportunity to provide Captains bucket promotional item

Recognition by MC or Tournament Director throughout the entire event.



## **INSHORE/OFFSHORE SPECIES SPONSOR**

### **- \$1,000.00 DONATION**

(5 Available – Grouper, Snapper, Trout, Redfish and Wildcard)

1 corporate banner displayed throughout entire event

2 VIP tickets to the kickoff and sponsor party

Quarter page color advertisement in event program

Your logo on:

- small logo back of the tournament shirt
- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners and event posters)
- sponsor page of website with hyper link
- sponsor slide at Captains Meetings
- on Inshore/Offshore species winning display checks

Opportunity to provide Captains bucket promotional item

Recognition by MC or Tournament Director throughout the entire event.



# Sponsorship Opportunities

## PLATINUM SPONSOR - \$5,000.00 DONATION

2 Complimentary Inshore OR \$200 credit toward the Billfish/Fun Fish tournament or Offshore tournament entry

2 corporate banners displayed throughout entire event

4 VIP tickets to each event including: the kickoff, sponsor party, & viewing area for the weigh-in

Full page color advertisement in event program in prominent location

Access to tournament participant mailing list

2 Captains buckets (inclusive of 2 tournament shirts)

Your logo on:

- back of the tournament shirt
- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners and event posters)
- sponsor page of website and a logo ad on one page for 1 year with hyper link
- sponsor slide at Captains Meetings

Opportunity to provide Captains bucket promotional item

Recognition by MC or Tournament Director throughout the entire event.



## GOLD SPONSOR - \$500.00 DONATION

1 corporate banner displayed throughout entire event

2 VIP tickets to sponsor party

Quarter page color advertisement in event program

Your name on:

- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners)
- sponsor page of website with hyper link
- sponsor slide at Captains Meetings

Opportunity to provide Captains bucket promotional item

## SILVER SPONSOR - \$250.00 DONATION

2 VIP tickets to the kickoff party

Eighth page color advertisement in event program

Your name on:

- some printed tournament collateral (Including: boat number/marina map, sponsor page of tournament program, Sarasota Slam banners)
- sponsor page of website with hyper link
- sponsor slide at Captains Meetings

Opportunity to provide Captains bucket promotional item

Recognition by MC or Tournament Director throughout the entire event.

## HOOK SPONSOR - \$100.00 DONATION

Your name on:

- some printed tournament collateral (Including: boat number/marina map, and Sarasota Slam banners)
- sponsor page of website and event program
- sponsor slide at Captains Meetings

Opportunity to provide Captains bucket promotional item

# Exclusive Sponsorships

Several limited opportunities available that are designed to give you specific ownership of an area that typically receives more exposure for your company during the event such as:

## DINNER SPONSOR - \$5,000.00 DONATION

2 Complimentary Inshore OR \$200 credit toward the Billfish/Fun Fish tournament or Offshore tournament entry

1 corporate banner displayed throughout entire event

2 VIP tickets to each event including: the kickoff, sponsor party, & viewing area for the weigh-in

Half page color advertisement in event program in prominent location

Your logo on:

- Back of the tournament shirt
- Some printed tournament collateral  
(Including: boat number/marina map, sponsor page of tournament program, table tents at the Marina during dinner)
- sponsor page of website and a banner ad for one year on one page with hyper link
- sponsor slide at Captains Meetings,

3 minutes to address the audience at the Awards Presentation

Opportunity to provide Captains bucket promotional item

Recognition by MC or Tournament Director at the Awards Dinner.



## Official Angler T-shirts - \$1,500

Your one-color company logo will be exclusively featured on the sleeve of all official angler T-shirts and on the official tournament website.

Approximately 500 shirts will be printed.\*

## Beverage Cups - \$3,000

Your one-color company logo will be prominently featured on one side of the souvenir acrylic cups used at the event.

Approximately 2,000 cups will be produced.\*

*\* Certain items are subject to change and/or modified based on available sponsor contributions.*

**Web Site Banner Ad ~ \$500/year or \$45/month** (minimum 6 month commitment)

**Web Site Logo Ad ~ \$200/year or \$20/month** (minimum 6 month commitment)

## Official Tournament Program Ad Rates

	4-Color	B & W
Full Page	\$1,295	\$995
1/2 Page	\$775	\$595
1/4 Page	\$495	\$395
1/8 Page	\$375	\$300

Call Alan Anderson at 941.907.4133 x304 for details.

# 2011 Sarasota Slam

## Select a Sponsorship Level

- Presenting Sponsor \$10,000
- Billfish Sponsor \$7,500
- Fun Fish Sponsor \$2,500
- Inshore/Offshore Species Sponsor \$1,000
- Platinum Sponsor \$5,000
- Gold Sponsor \$500
- Silver Sponsor \$250
- Hook Sponsor \$100
- Dinner Sponsor \$5000
- Angler T-shirt Sponsor \$1,500
- Beverage Cup Sponsor \$3,000
- I would like to donate the following item(s) \_\_\_\_\_  
\_\_\_\_\_ Value: \_\_\_\_\_

This agreement, signed by a duly authorized representative of the company, must be received by the HBA Manatee-Sarasota Office, and will constitute a binding contract for the sponsorship amount indicated. Full payment is due to the HBA Office by July 7, 2011. Donations are due by July 31, 2011. This agreement will be come effective upon acceptance by the HBA .

Signed and dated this \_\_\_\_\_ day of \_\_\_\_\_, 2011. Sponsor ship Amount: \_\_\_\_\_

How would you like your company listed: \_\_\_\_\_

Sponsorship Accepted By (Signature): \_\_\_\_\_

Marketing Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ email: \_\_\_\_\_

## Advertising Sales

	Program Ad Rates	4-Color	B & W
<input type="checkbox"/> Website Banner Ad Year \$500	<input type="checkbox"/> Full Page	\$1,295	\$995
<input type="checkbox"/> Banner Ad 6 months \$270	<input type="checkbox"/> 1/2 Page	\$775	\$595
<input type="checkbox"/> Logo Ad Year \$200	<input type="checkbox"/> 1/4 Page	\$495	\$395
<input type="checkbox"/> Logo Ad 6 months \$120	<input type="checkbox"/> 1/8 Page	\$375	\$300

Fax To: (941)907-4134

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