



EMERALD COAST OPEN

Lionfish Tournament

May 15-17, 2020
Destin, FL

SPONSORSHIP INFORMATION

For more information, contact

ALEX FOGG • MARINE RESOURCE COORDINATOR • AFOGG@MYOKALOOSA.COM • (433) 995-6416

ANDY ROSS • TOURNAMENT DIRECTOR • SHARKMAN58@GMAIL.COM • (850) 529-2475

BRADY HALE • MARKETING DIRECTOR • BRADY@EMERALDCOASTOPEN.COM • (469)387-4940

EMERALDCOASTOPEN.COM



Thank you for your interest in becoming a sponsor of the Emerald Coast Open (ECO), the largest lionfish tournament in the world! You don't want to miss out! With the largest cash payouts, more gear prizes, and better competition, ECO attracts attention from professional and recreational divers, lionfish hunters, media, vendors, and the public. Last year, there were 189 tournament participants, with over 7,500 spectators and attendees of the tournament and two-day festival. Over 19,000 lionfish were removed through the ECO lionfish tournament and media from across the country covered the event. With these numbers, ECO is by far the largest lionfish event in the world and is now comparable to prestigious fishing tournaments in the region.

The tournament is being held in conjunction with Florida Fish and Wildlife Conservation Commission's (FWC) annual statewide Lionfish Removal & Awareness Day (LRAD) festival. There will be a 2-day festival hosted by FWC to raise awareness of the lionfish invasion. There will be lots of activities for the public, including vendors, art, family friendly activities, lionfish tastings, live music, and amazing food. This event has been very well attended in the past with more than 7,500 individuals attending the 2-day event. An extensive national media campaign with digital, television, magazine, print, billboards, and social media advertising is planned for the festival and tournament again this year to increase those numbers even more.

As last year, the festival and tournament is being held at the world famous HarborWalk Village and AJ's Seafood and Oyster Bar in Destin, Florida. This venue has hosted large tournaments in conjunction with other events such as the Destin Fishing Rodeo and Destin Seafood Festival and ensures a significantly greater attendance due to its reputation, which will guarantee brand exposure to a large number of potential customers. As this event is during prime tourism season, you will also be able to publicize your message in front of an international audience as well as locals of northwest Florida.

The northwest Florida area has been identified as having the highest concentration of invasive lionfish in the world. Last year, the event resulted in the removal of over 19,000 invasive lionfish. With the elite caliber of lionfish hunters being attracted to the area for this event as a result of the increased prizes, it is expected that the total number of lionfish removed during the tournament will continue to increase. This increased success will result in media exposure that will outlast the tournament weekend, increase ongoing exposure for sponsors, and generate traffic for future events.

Please review the following sponsorship package. If you have any questions, or would like to discuss additional sponsorship ideas, please contact us.

Andy Ross
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Brady Hale
Marketing Director
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(469)387-4940

Alex Fogg
Marine Resource Coordinator
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(443) 995-6416

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PRESENTING SPONSOR – \$50,000 – LIMIT ONE

- Identified as presenting sponsor on all Emerald Coast Open (ECO) digital, print, radio, and television event media.
- Identified as presenting sponsor on all Lionfish Removal & Awareness Day (LRAD) digital and print event media relating to the tournament.
- Logo on every trophy given to winning participants (50+ trophies).
- Identified as presenting sponsor w/ logo on large tournament leaderboard next to weigh-station.
- Identified as presenting sponsor on ECO website home page header.
- Identified as presenting sponsor w/ logo and backlink to sponsor website on ECO website Sponsor page.
- Identified as presenting sponsor w/ logo and backlink to sponsor website on each ECO website page footer.
- Three (3) weekly mentions and tags on ECO and LRAD social media accounts through May 17th, 2020.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Five (5) total mentions and tags on Okaloosa County Convention and Visitors Bureau (CVB)'s social media accounts through May 17th, 2020.
- Speaking opportunities at ECO Captain's Meeting, ECO Awards Presentation, and 2019 LRAD Opening Ceremony (also broadcasted on Facebook Live and Livestream on website).
- Featured logo on ECO tournament and LRAD event t-shirts, plus twenty (20) free ECO t-shirts.
- Featured logo on Megatron screen during ECO award presentation and cycling during LRAD 2-day festival.
- Logo and link on Florida Fish and Wildlife Conservation Commissions (FWC)'s Reef Rangers website.
- Recognition on FWC's Reef Rangers social media account, print advertising, digital billboard advertising at the Tallahassee International Airport, and featured placement in press releases.
- Eight (8) entries into VIP Viewing & VIP Lounge Areas.
- Four (4) tickets to private sponsor dinner during LRAD festival in Destin, FL.
- Four (4) VIP Parking Passes.
- Presenting logo on ECO tournament banners at LRAD Festival.
- Presenting logo on poster checks given to tournament category winners.
- Accommodations for up to four (4) provided during event weekend.
- Promotion in Okaloosa County CVB's event dedicated email newsletter prior to the event.
- Three (3) promoted posts promoting sponsor of event on the Okaloosa County CVB's social media channels, totaling over 600K followers.

PLATINUM SPONSOR – \$25,000 – LIMIT THREE

- Identified as platinum sponsor on all Emerald Coast Open (ECO) digital, print, radio, and television event media.
- Identified as platinum sponsor on all Lionfish Removal & Awareness Day (LRAD) digital and print event media relating to the tournament.
- Identified as platinum sponsor w/ XXL logo on large tournament scoreboard next to weigh-station.
- Identified as platinum sponsor on ECO website footer.
- Identified as platinum sponsor w/ logo and backlink to sponsor website on ECO website Sponsor page.
- Two (2) weekly mention and tag on ECO and LRAD social media accounts through May 17th, 2020.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Four (4) total mentions and tags on Okaloosa County CVB's social media accounts through May 17th, 2020.
- Extra-large logo on ECO tournament and LRAD event t-shirts, plus ten (10) free ECO t-shirts.
- Extra-large logo on Megatron screen during ECO award presentation and cycling during LRAD 2-day festival.
- Logo and link on Florida Fish and Wildlife Conservation Commissions (FWC) Reef Rangers website.
- Recognition on FWC's Reef Rangers social media account, print advertising, digital billboard advertising at the Tallahassee International Airport, and placement in press releases.
- Six (6) entries into VIP Viewing & VIP Lounge Areas.
- Four (4) tickets to private sponsor dinner during LRAD festival in Destin, FL.
- Four (4) VIP Parking Passes.
- Extra-large logo on ECO tournament banners at LRAD Festival.
- Promotion in Okaloosa County CVB's event dedicated email newsletter prior to event.
- One promoted post on Okaloosa County CVB's social media channels, totaling over 600K followers.

GOLD SPONSOR – \$10,000 – LIMIT FIVE

- Identified as Gold sponsor on all Emerald Coast Open (ECO) web, digital, print, radio, and television event media.
- Identified as Gold sponsor on all Lionfish Removal & Awareness Day (LRAD) digital and print event media relating to the tournament.
- Identified as Gold sponsor w/ XL logo on large leaderboard next to weigh-station.
- Identified as Gold sponsor on ECO website footer.
- Identified as Gold sponsor w/ logo and backlink to sponsor website on ECO website Sponsor page
- One (1) weekly mention and tag on ECO social media accounts through May 17th, 2020.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Three (3) total mentions and tags on Okaloosa County CVB's social media accounts through May 17th, 2020.
- Large logo on ECO tournament shirts, plus ten (10) ECO tournament shirts.
- Large logo on Megatron screen during ECO award presentation and cycling during LRAD 2-day event.
- Logo and link on Florida Fish and Wildlife Conservation Commission's (FWC) Reef Rangers website.
- Recognition on FWC's Reef Rangers social media account, print advertising, and placement in press releases.
- Four (4) entries into VIP Viewing & VIP Lounge areas.
- Four (2) tickets to private sponsor dinner during LRAD festival in Destin, FL.
- Two (2) VIP Parking Pass.
- Large logo on ECO tournament banners at LRAD Festival.
- Promotion in Okaloosa County CVB event dedicated email newsletter prior to event.
- One promoted post on Okaloosa County CVB social media channels, totaling over 600K followers.

SILVER SPONSOR – \$5,000

- Identified as Silver sponsor on all Emerald Coast Open (ECO) web, digital, and print event media.
- Large logo on ECO tournament large leaderboard at weigh-in station.
- Identified as Silver sponsor on ECO website footer.
- Identified as Silver sponsor w/ logo and backlink to sponsor website on ECO website sponsor page
- Mention and tag on ECO social media account with initial signup as a sponsor.
- One (1) weekly mention and tag on ECO social media accounts through May 17th, 2020.
- Medium logo on ECO tournament shirts plus six (6) ECO tournament shirts.
- Medium logo cycling on Megatron screen during LRAD 2-day event.
- Logo and link on Florida Fish and Wildlife Conservation Commission's (FWC) Reef Rangers website.
- Recognition on Lionfish Removal & Awareness Day (LRAD) Reef Rangers social media account.
- Two (2) entries into VIP Lounge.
- Two (2) VIP Parking Passes.
- Small logo on ECO tournament banners at LRAD Festival.
- Promotion in Okaloosa County CVB's event dedicated email newsletter prior to event.
- One promoted post on Okaloosa County CVB's social media channels, totaling over 600K followers.

BRONZE SPONSOR – \$2,500

- Identified as bronze sponsor on all Emerald Coast Open (ECO) web and digital event media.
- Medium logo on ECO tournament large leaderboard at weigh-in station
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Identified as Bronze sponsor w/ logo and backlink to sponsor website on ECO website Sponsor page
- One (1) total mention and tag on ECO social media accounts through May 17th, 2020.
- Small logo on ECO tournament shirts, plus four (4) ECO tournament shirt.
- Small logo cycling on Megatron screen during LRAD 2-day event.
- Logo and link on Florida Fish and Wildlife Conservation Commission's (FWC) Reef Rangers website.
- Recognition on FWC's Reef Rangers social media account.
- Small logo on ECO tournament banners at Lionfish Removal & Awareness Day (LRAD) Festival.

EMERALD SPONSOR - \$1000

- Identified as Emerald sponsor on all Emerald Coast Open (ECO) web and digital event media.
- Small logo on ECO tournament large leaderboard at weigh-in station.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Identified as Emerald sponsor w/ logo and backlink to sponsor website on ECO website Sponsor page.
- One (1) total mention and tag on ECO social media accounts through May 17th, 2020.
- Small logo on ECO tournament shirts, plus four (4) ECO tournament shirt.
- Small logo cycling on Megatron screen during the Lionfish Removal & Awareness Day (LRAD) 2-day event.

FRIEND OF EMERALD COAST OPEN – \$500

- Identified as a Friend of Emerald Coast Open (ECO) on all ECO web and digital event media.
- Name mention on ECO tournament large leaderboard at weigh-in station.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Name Mention and backlink to sponsor website (if applicable) on ECO website Sponsor page.
- Donor name cycling on Megatron screen during Lionfish Removal & Awareness Day (LRAD) event.
- One (1) ECO tournament shirt.

For additional sponsorship levels, opportunities, or in-kind donations, please contact our sponsor team.



2020 SPONSOR REGISTRATION

SPONSOR INFO

This information will be used to tag and link sponsors on social media and websites.

SPONSOR NAME _____

ADDRESS _____

PHONE _____

EMAIL _____

WEBSITE _____ FACEBOOK.COM/_____

SPONSOR LEVEL

We would like to sponsor at the following level.

- PRESENTING (\$50,000) PLATINUM (\$25,000) GOLD (\$10,000) SILVER (\$5,000) BRONZE (\$2,500) EMERALD (\$1,000) FRIEND (\$500)

OTHER _____

CONTACT INFO

CONTACT NAME _____ PHONE _____

CONTACT EMAIL _____

Please make all checks payable to:

GULF COAST LIONFISH TOURNAMENTS, LLC

10139 SINTON DR
PENSACOLA, FL 32507
(850) 529-2475