



EMERALD COAST OPEN

Lionfish Tournament

May 17-19, 2024
Destin, FL

SPONSORSHIP INFORMATION

For more information, contact

ALEX FOGG • COASTAL RESOURCE MANAGER • AFOGG@MYOKALOOSA.COM • (443) 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. Each year, the Emerald Coast Open attracts hundreds of tournament participants, with over 7,500 spectators and attendees of the tournament and two-day festival. Almost 25,000 lionfish were removed last year, and media from around the world 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 has two components: the Pre-Tournament which runs from February 1 - May 16, 2024, and the Main Tournament on May 17-18, 2024. Fish count and the awards ceremony is May 19, 2024. The tournament is being held in conjunction with the Emerald Coast Open Lionfish Festival. There will be a 2-day festival with lots of activities for the public, including vendors, art, family-friendly activities, lionfish tastings, live music, and even a beer festival. 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.

The festival and tournament are 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 national and international audiences 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. In 2023, the event resulted in the removal of 24,699 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
Tournament Director
Sharkman58@gmail.com
(850) 529-2475

Brady Hale
Marketing Director
brady@EmeraldCoastOpen.com
(469)387-4940

Alex Fogg
Coastal Resource Manager
afogg@myokaloosa.com
(443) 995-6416

EmeraldCoastOpen.com

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 ECO Lionfish Festival digital and print event media relating to the festival.
- 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.
- One (1) weekly mentions and tags on ECO social media accounts through May 19, 2024.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Five (5) total mentions and tags on Destin-Fort Walton Beach's social media accounts through May 19, 2024.
- Speaking opportunities at ECO Captain's Meeting, ECO Awards Presentation, and 2024 ECO Lionfish Festival Opening Ceremony (also broadcasted on Facebook Live and Livestream on website).
- Featured logo on ECO tournament and festival event t-shirts, plus twenty (20) free ECO t-shirts.
- Featured logo on Megatron screen during ECO award presentation and cycling during ECO 2-day festival.
- Eight (8) entries into VIP Viewing & VIP Lounge Areas.
- Presenting logo on ECO tournament banners at ECO Festival.
- Presenting logo on poster checks given to tournament category winners.
- Accommodations for up to four (4) provided during event weekend.
- Promotion in Destin-Fort Walton Beach's event dedicated email newsletter prior to the event.
- Three (3) promoted posts advertising sponsor of event on Destin-Fort Walton Beach 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 ECO Lionfish Festival digital and print event media relating to the festival.
- 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) monthly mentions and tags on ECO social media accounts through May 19, 2024.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Four (4) total mentions and tags on Destin-Fort Walton Beach's social media accounts through May 19, 2024.
- Extra-large logo on ECO tournament and festival event t-shirts, plus ten (10) free ECO t-shirts.
- Extra-large logo on Megatron screen during ECO award presentation and cycling during ECO 2-day festival.
- Six (6) entries into VIP Viewing & VIP Lounge Areas.
- Extra-large logo on ECO tournament banners at ECO Lionfish Festival.
- Promotion in Destin-Fort Walton Beach's event dedicated email newsletter prior to event.
- One promoted post on Destin-Fort Walton Beach'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 ECO Lionfish Festival digital and print event media relating to the festival.
- 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
- Two (2) monthly mentions and tags on ECO social media accounts through May 19, 2024.
- Mention and tag on ECO social media account with initial signup as a sponsor.
- Three (3) total mentions and tags on Destin-Fort Walton Beach’s social media accounts through May 19, 2024.
- Large logo on ECO tournament shirts, plus ten (10) ECO tournament shirts.
- Large logo on Megatron screen during ECO award presentation and cycling during ECO 2-day event.
- Four (4) entries into VIP Viewing & VIP Lounge areas.
- Large logo on ECO tournament banners at ECO Festival.
- Promotion in Destin-Fort Walton Beach event dedicated email newsletter prior to event.
- One promoted post on Destin-Fort Walton Beach 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) monthly mention and tag on ECO social media accounts through May 19, 2024.
- Medium logo on ECO tournament shirts plus six (6) ECO tournament shirts.

- Medium logo cycling on Megatron screen during ECO 2-day event.
- Two (2) entries into VIP Lounge.
- Small logo on ECO tournament banners at ECO Lionfish Festival.
- Promotion in Destin-Fort Walton Beach's event dedicated email newsletter prior to event.
- One promoted post on Destin-Fort Walton Beach'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 19, 2024.
- Small logo on ECO tournament shirts, plus four (4) ECO tournament shirts.
- Small logo cycling on Megatron screen during ECO Lionfish Festival 2-day event.
- Small logo on ECO tournament banners at ECO Lionfish 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 19, 2024.
- Small logo on ECO tournament shirts, plus four (4) ECO tournament shirts.
- Small logo cycling on Megatron screen during the ECO Lionfish Festival 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 ECO Lionfish Festival 2-day event.
- One (1) ECO tournament shirt.

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

Please note sponsorships above Silver require a monetary donation equal to half the sponsorship level, unless approved by the sponsorship committee.



2024 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/_____ INSTAGRAM.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