



# Charleston Harbor Resort

# Billfish Tournament

## July 13 - 16



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## Tournament Overview

Charleston Harbor Resort & Marina has long been associated with fishing tournaments since its opening in 1997. The full service marina, with 459 slips has hosted events such as Fishing for Miracles, Red Bone Catch the Cure for Cystic Fibrosis, and has been a part of the Governor's Cup Billfish Series since opening. Having worked with so many great organizations, on so many wonderful tournaments, Charleston Harbor Resort decided it was time to take their turn on the tournament circuit.

The Charleston Harbor Resort Billfish Tournament will feature 3 days of fishing, four nights of special events, a large tournament village with vendors and refreshments, special resort activities for the days anglers do not fish and an overall family friendly environment. In addition to billfish as the targeted species, there are additional divisions that include Dolphin, Tuna and Wahoo. This provided anglers with a premier competitive fishing experience and above average payouts.

### Tournament Beneficiary

Charleston Harbor Resort is looking to partner with a local organization to donate proceeds from the event. The organization will be determined at a later date.

### Schedule of Events

Wednesday, July 13, 2011

9:00 AM – 5:00 PM Final Registration Day

5:30 PM – 6:30 PM Captains Meeting

6:30 PM – 8:00 PM Kick Off Dinner and Tournament Village

8:00 PM – 10:00 PM Beach Party

Thursday, July 14, 2011

First Day of Fishing – Fish 2 out of 3 days

4:00 AM - 5:30 AM Donuts on the Docks

8:00 AM Lines in

3:00 PM Lines out

4:00 PM – 7:00 PM Weigh in

6:30 PM – 8:00 PM Dinner on the Beach, Special Activities and Tournament Village

8:00 PM – 10:00 PM Beach Party

Friday, July 15, 2011

Second Day of Fishing – Fish 2 out of 3 days

4:00 AM - 5:30 AM Donuts on the Docks



8:00 AM Lines in  
3:00 PM Lines out  
4:00 PM – 7:00 PM Weigh in  
6:30 PM – 8:00 PM Dinner on the Beach, Special Activities and  
Tournament Village  
8:00 PM – 10:00 PM Beach Party

Friday, July 15, 2011  
Final Day of Fishing – Fish 2 our of 3 days  
4:00 AM - 5:30 AM Donuts on the Docks  
8:00 AM Lines in  
3:00 PM Lines out  
4:00 PM – 7:00 PM Weigh in  
6:30 PM – 8:00 PM Award Ceremony and Dinner, Special Activities and  
Tournament Village  
8:00 PM – 10:00 PM Beach Party

Throughout the day the resort will have various activities for families and anglers who decide to stay on land.

**Tournament Contacts**

Stan Jones – Harbor Master, Tournament Coordinator  
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Tracy Mitchell – Media Contact, Tournament Coordinator  
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## **Exposure**

Charleston Harbor Resort recognizes that for a successful tournament a multi-faceted approach to promoting both the tournament and its sponsors through an aggressive marketing campaign is key. Promotions will include: print, community events, television, direct mail, e-mail, internet and social networks. Sponsors will also have the opportunity to display banners, promotional material and attend all tournament related events.

Current Marketing Campaign includes the following:

### **Print Advertising:**

- South Carolina Sportsman Magazine
- Tideline Magazine
- Coastal Angler
- Big Game Fishing Journal
- Marlin Magazine

### **Community Events:**

- Mount Pleasant Farmers Market

### **Direct Mail**

- SC DNR anglers & Owners
- Current and past Charleston Harbor Marina tenants
- Daily Inquiries

### **E-mail**

- Charleston Harbor Resort's past guests (40,000+)
- Charleston Harbor Marina's past guests (20,000+)
- Past tournament participants

### **Internet**

- [Charlestonharbormarina.com](http://Charlestonharbormarina.com)
- [Charlestonharborresort.com](http://Charlestonharborresort.com)
- [Charlestonfishing.com](http://Charlestonfishing.com)
- [SCsportsman.com](http://SCsportsman.com)

### **Social Networks**

- Facebook
- LinkedIn

### **Radio**



## Tournament Sponsorships

### Admiral Sponsor (1 available)

**\$20,000**

- ✓ Title sponsor of the event (i.e. Your Company Name, Charleston Harbor Resort Billfish Tournament)
- ✓ Company name and logo on ALL printed materials as part of the official name of the event
- ✓ Company name and logo on ALL Official Tournament merchandise
- ✓ Company name and logo on ALL internet advertising
- ✓ Complimentary Boat Entry (\$2,500.00 value)
- ✓ Premium slip location during the entire event
- ✓ Complimentary use of the Admiral Suite July 13 – 17, 2011
- ✓ Exclusive title sponsor banner behind weigh station to be seen on webcams, photographs and television media
- ✓ Title Banner on tournament page on [www.charlestonharbormarina.com](http://www.charlestonharbormarina.com)
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 10 banners to be displayed on docks, event space and beach through the week
- ✓ 10 x 20 on site booth space to display products and services throughout the tournament
- ✓ Banner displayed behind podium area during each event
- ✓ Opportunity to include products in tournament bags
- ✓ Fifteen (15) VIP passes to all tournament events
- ✓ Ten (10) official tournament shirts
- ✓ Four (4) tournament bags
- ✓ Opportunity to speak at kick off party and awards presentation
- ✓ Featured article in resort & marina weekly newsletter for the month of June
- ✓ Cross promotion with Rockin on the Point, the outdoor concert series every Friday during the months of April, May and June
- ✓ VIP party catered in the Admiral Suite for 50 people during the tournament

\*All promotional materials and banners are to be provided by the sponsor



**Commodore Sponsor (2 available)**

**\$10,000**

- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL Official Tournament merchandise
- ✓ Company name and logo on ALL internet advertising
- ✓ One (1) complimentary guest room from July 13 – 17, 2011
- ✓ Commodore sponsor banner on tournament page on [www.charlestonharbormarina.com](http://www.charlestonharbormarina.com)
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 8 banners to be displayed on docks, event space and beach through the week
- ✓ 10 x 10 on site booth space to display products and services throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Ten (10) VIP passes to all tournament events
- ✓ Eight (8) official tournament shirts
- ✓ Two (2) tournament bags
- ✓ Opportunity to speak at kick off party and awards presentation
- ✓ Featured article in resort & marina weekly newsletter for the month of May
- ✓ Cross promotion with Rockin on the Point, the outdoor concert series every Friday during the months of April, May and June

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## **Captain Sponsor**

**\$ 7,500**

### **T-shirt Sponsors (4 spots)**

- ✓ Your company logo will be featured on the back of the official tournament t-shirt
- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 6 banners to be displayed on docks, event space and beach through the week
- ✓ 10 x 10 on site booth space to display products and services throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Eight (8) VIP passes to all tournament events
- ✓ Six (6) official tournament shirts
- ✓ One (1) tournament bag

### **Kick Off Party Sponsor**

- ✓ Any provided logo cups, napkins, etc. will be use at Wednesday evening's event (expected attendance 400+)
- ✓ Bartenders, servers and tournament staff will wear your company provided apparel during the evening's events
- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 6 banners to be displayed on docks, event space and beach through the week
- ✓ 10 x 10 on site booth space to display products and services throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Eight (8) VIP passes to all tournament events
- ✓ Six (6) official tournament shirts
- ✓ One (1) tournament bag
- ✓ Opportunity to speak at the Kick Off Party

### **Awards Party Sponsor**

- ✓ Any provided logo cups, napkins, etc. will be use at Saturday evening's popular awards party (expected attendance of 400+)
- ✓ Bartenders, servers and tournament staff will wear your company provided apparel during the evening's events
- ✓ Company name and logo on ALL printed materials



- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 6 banners to be displayed on docks, event space and beach through the week
- ✓ 10 x 10 on site booth space to display products and services throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Eight (8) VIP passes to all tournament events
- ✓ Six (6) official tournament shirts
- ✓ One (1) tournament bag
- ✓ Opportunity to speak at the Kick Off Party

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**Skipper Sponsor** **\$ 5,000**

**Hat & Visor Sponsor**

- ✓ Your company logo will be featured on official tournament hat and visors
- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 4 banners to be displayed on docks, event space and beach through the week
- ✓ Table top space to display products and promotional material throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Six (6) VIP passes to all tournament events
- ✓ Six (6) official tournament hats or visors

**Party Sponsor - Thursday**

- ✓ Any provided logo cups, napkins, etc. will be use at Thursday evening's event (expected attendance 200+)
- ✓ Bartenders, servers and tournament staff will wear your company provided apparel during the evening's events
- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 4 banners to be displayed on docks, event space and beach through the week



- ✓ Table top space to display products and promotional materials throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Six (6) VIP passes to all tournament events
- ✓ Six (6) official tournament hats or visors
- ✓ Opportunity to speak at the Thursday evening party

### **Party Sponsor - Friday**

- ✓ Any provided logo cups, napkins, etc. will be use at Thursday evening's event (expected attendance 200+)
- ✓ Bartenders, servers and tournament staff will wear your company provided apparel during the evening's events
- ✓ Company name and logo on ALL printed materials
- ✓ Company name and logo on ALL internet advertising
- ✓ Logo Listing with link on tournament website page
- ✓ Up to 4 banners to be displayed on docks, event space and beach through the week
- ✓ Table top space to display products and promotional materials throughout the tournament
- ✓ Opportunity to include products in tournament bags
- ✓ Six (6) VIP passes to all tournament events
- ✓ Six (6) official tournament hats or visors
- ✓ Opportunity to speak at the Friday evening party

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### **First Mate Sponsor**

**\$ 2,500**

#### **Boat Bag Sponsors**

- ✓ Your company logo will be featured on Boat Bags
- ✓ Logo Listing with link on tournament website page
- ✓ One (1) banner to be displayed on docks through the week
- ✓ Opportunity to include products in tournament bags
- ✓ Four (4) VIP passes to all tournament events
- ✓ Two (2) official tournament hats or visors

#### **Credential Sponsors**

- ✓ Your company logo will be featured on wristbands and meal tickets for entire tournament event
- ✓ Logo Listing with link on tournament website page



- ✓ One (1) banner to be displayed on docks through the week
- ✓ Opportunity to include products in tournament bags
- ✓ Four (4) VIP passes to all tournament events
- ✓ Two (2) official tournament hats or visors

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### **Angler Sponsor**

**\$ 1,000**

#### **Trophy Sponsors**

- ✓ Your company logo will be featured on one of the awards trophies
- ✓ Logo Listing with link on tournament website page
- ✓ One (1) banner to be displayed on docks through the week
- ✓ Opportunity to include products in tournament bags
- ✓ Four (4) VIP passes to all tournament events
- ✓ Two (2) official tournament hats or visors

#### **Vendor Booth**

- ✓ 10 x 10 on site booth space to display products and promotional material throughout the event
- ✓ Logo Listing with link on tournament website page
- ✓ One (1) banner to be displayed on docks through the week
- ✓ Opportunity to include products in tournament bags
- ✓ Four (4) VIP passes to all tournament events
- ✓ Two (2) official tournament hats or visors

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### **Table Top Vendor**

**\$ 500**

- ✓ Table top space to display products and promotional material throughout the event
- ✓ Logo Listing with link on tournament website page
- ✓ Two (2) VIP passes to all tournament events