



Proud Sponsor of Parker's Army



50th Annual Beach Haven White Marlin Invitational Tournament
The Oldest White Marlin Tournament in America
July 23-27, 2019
www.TheWMIT.com



June 1, 2019

Dear Sponsor:

We are proud to invite you to join us as a sponsor of the 2019 Beach Haven White Marlin Invitational Tournament, the premier fishing tournament in Southern New Jersey now in its 50th year! Few tournaments can boast of such a storied history of excellent offshore fishing combined with first-class hospitality and camaraderie as the annual White Marlin Invitational – the oldest White Marlin tournament in the country.

Today this tradition continues, but not without your support. This is your opportunity to become one of the household names synonymous not only with this historic event, but with New Jersey offshore fishing as a whole.

As a sponsor of this event, your business will be visible to all tournament participants and hundreds of visitors – in person, online, and in print – and not only during the event, but from the day you commit as a sponsor.

We encourage you to commit early to maximize your business' exposure. Waiting until June may ensure you still beat the July 1st print deadline for our tournament book; however, you will miss valuable months of promotion through our outreach at boat shows, on our website, on posters at bait & tackle shops and marinas, and through various social media channels to name a few.

We look forward to working with you to make the 2019 Beach Haven White Marlin Invitational the best tournament of the year – and our best yet.

In our 50th year, we are donating 50% of the tournament's net-proceeds to a worthwhile local charity - Parker's Army (<https://www.parkersarmy.com/>) - in loving memory of Beach Haven Marlin & Tuna Club junior angler - Parker Nork - a 9 year old who on March 11, 2017 lost his battle with ALL Leukemia - a mere 22 days after being diagnosed.

Please review our sponsorship packet and we welcome you to consider becoming a part of our vision!

Sincerely,

Dave Ridley

Tournament Director

908-963-5924 / wmit@bhmtc.com

P.S. - Don't forget to follow us on social media



@thewmit



BHMTC White Marlin Invitational Tournament



@thewmit

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WHY BECOME A SPONSOR?

HIGH RETURN ON INVESTMENT

With an estimated 50 or more offshore fishing boats and hundreds of visitors and attendees over 5 days at the Beach Haven Marlin & Tuna Club, sponsorship reaches potential customers for a very small amount of money per person.

PRINTED MATERIALS

Sponsors of the Beach Haven White Marlin Invitational Tournament receive credit on printed materials and advertising materials, corresponding to the level of sponsorship. Advertising materials includes, but is not limited to, a banner at our club during the tournament, posters, tournament book, brochures and in fishing publications.

MEDIA & TELEVISION

The White Marlin Invitational receives extensive media coverage as was evidenced through 2017's tournament being featured on the Pursuit Channel's weekly fishing program, *The Fin Chasers*, in addition to coverage in local and national print media including: *Big Game Fishing Journal*, *The Fisherman*, *In the Bite*, *Marlin Magazine*, *The Sandpaper*, *The Star Ledger*, and *The Asbury Park Press* to name a few.

ONLINE PRESENCE

Sponsors have their logos displayed on The White Marlin Invitational website from the date of your commitment through the end of the year. Depending on your level of support, sponsors will also be promoted in the tournament's social media platforms such as Facebook, Instagram and Twitter.

PLEASE NOTE:

DUE TO CONTENT LAYOUT AND PRINTING DEADLINES, SPONSORS MUST SUBMIT PAYMENT AND ARTWORK NO LATER THAN JULY 1, 2019 TO BE GUARANTEED INCLUSION INTO THE OFFICIAL TOURNAMENT BOOK.

IN ORDER TO MAXIMIZE EXPOSURE FOR YOUR BUSINESS IN OUR PRE-TOURNAMENT ADVERTISING AND MARKETING EFFORT (POSTERS IN BAIT & TACKLE SHOPS, SAVE-THE-DATE NOTICES, WEBSITE, BOAT-SHOW POSTERS, ETC.), SPONSORS ARE STRONGLY ENCOURAGED TO COMMIT IMMEDIATELY SO THE BHMTTC AND WMIT CAN RECOGNIZE YOUR BUSINESS IN OUR MARKETING EFFORTS.



2019 WMIT – SCHEDULE OF EVENTS

Tuesday, July 23rd, 2019

Open for participants, sponsors and volunteers only

6:00 PM – 8:00 PM – Registration in Person – Beach Haven Marlin & Tuna Club (BHMTTC)

8:00 PM – Captain's Meeting and Dinner – Beach Haven Marlin & Tuna Club

Wednesday, July 24th, 2019

BHMTTC open to public

Fish Day Option 1

Scales open at BHMTTC 4:30 PM – 8:30PM

Food Truck and drinks

Thursday, July 25th, 2019

BHMTTC open to public

Fish Day Option 2

Scales open at BHMTTC 4:30 PM – 8:30PM

Food Truck and drinks

Live music

Friday, July 26th, 2019

BHMTTC open to public

Fish Day Option 3

Scales open at BHMTTC 4:30 PM – 8:30PM

Food Truck and drinks

Live Music

Saturday, July 27th, 2019

BHMTTC open to public

Fish Day Option 4

Scales open at BHMTTC 4:30 PM – 8:30PM

Awards Ceremony – Approximately 9 PM

Food and drinks

Live Music

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BEACH HAVEN WHITE MARLIN INVITATIONAL
SPONSORSHIP FORM

Company: _____

Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email Address: _____

Please check off the appropriate sponsorship level, fill in the above contact information and return this page along with the following page with a check made payable to Beach Haven Marlin & Tuna Club (BHMTTC) along with your advertisement copy. Camera-ready artwork is to be provided. Electronic submission of artwork should be made by emailing: wmit@bhmtc.com, along with your ad-layout.

Mail check and sponsorship form to:

Beach Haven White Marlin Invitational
Attn: David Ridley
144 E. 84th Street, Apt. 2G
New York, NY 10028

Please check appropriate sponsorship level*:

Platinum Sponsor (\$5000): _____

Sailfish (\$750): _____

White Marlin (\$3000): _____

Swordfish (\$500): _____

Blue Marlin (\$2500): _____

Dolphin (\$250): _____

Tuna (\$1500): _____

Ballyhoo (\$100): _____

Wahoo (\$1000): _____

Perpetual Award Sponsor (\$500): _____

In-Kind Product Donation: (Product Name, approximate number, and estimated value):

* WE HAVE SEVERAL LIMITED OPPORTUNITIES AVAILABLE THAT ARE DESIGNED TO GIVE YOU A SPECIFIC OWNERSHIP OF AN AREA THAT TYPICALLY RECEIVES MORE EXPOSURE DURING THE EVENT, SUCH AS: CAPTAIN'S DINNER SPONSORSHIP, MUSIC SPONSORSHIP, WEIGH SCALES OR WEBCAM SPONSORSHIP. THESE SPONSORSHIPS ARE AVAILABLE INSTEAD OF, OR IN ADDITION TO A LEVEL OF SPONSORSHIP. WE ALSO WELCOME OPPORTUNITY FOR MULTI-YEAR SPONSORSHIP PROGRAMS CUSTOMIZED TO BENEFIT BOTH SPONSOR AND THE WMIT, OR A CATEGORY EXCLUSIVE FOR A SPONSOR. FOR ADDITIONAL INFORMATION, PLEASE CALL DAVE RIDLEY FOR DETAILS (908) 963-5924

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BEACH HAVEN MARLIN & TUNA CLUB
ANNUAL WHITE MARLIN INVITATIONAL
SPONSORSHIP FORM

Platinum Sponsor

\$5000 _____

Full boat entry (\$700-\$1000 value)
Logo prominently displayed on www.TheWMIT.com
Mailing list of boat owners for one time use
Full page back-cover advertisement in tournament book
(Or two page inside ad)
Verbal recognition at Captain's meeting and awards ceremony
Promoted as Platinum Sponsor in Social Media

Logo printed on WMIT brochures
Product or boat display space
Marketing material in captain's bags
12 WMIT t-shirts
Sign or banner display
6 additional awards dinner tickets

White Marlin

\$3000 _____

Full boat entry (\$700-\$1000 value)
Logo prominently displayed on www.TheWMIT.com
Mailing list of boat owners for one time use
Full page advertisement in tournament book
Verbal recognition at Captain's meeting and awards ceremony
8 WMIT T-shirts

Logo printed on WMIT brochures
Product or boat display space
Marketing material in captain's bags
Sign or banner display
4 additional awards dinner tickets

Blue Marlin

\$2500 _____

Same as White Marlin sponsor, but no boat entry to fish

Tuna

\$1500 _____

Product display space, full-page advertisement, sign or banner display, logo printed on WMIT brochures, logo included on website, marketing materials in captain's bags, 5 WMIT t-shirts

Wahoo

\$ 1000 _____

¾ page advertisement; sign or banner display, logo printed on WMIT brochures; logo included on website, marketing materials in captain's bag, 3 WMIT t-shirts

Sailfish

\$750 _____

½ page advertisement, company listing in tournament book, logo included on website, marketing materials in captain's bag, 2 WMIT t-shirts

Swordfish

\$500 _____

Product display at BHMTTC, logo on website, listing in tournament book, ¼ page advertisement

Dolphin

\$250 _____

Business Card advertisement in tournament book

Ballyhoo

\$100 _____

Company name listed in tournament book

Perpetual Award Sponsor

\$500 _____

White Marlin Champion / Blue Marlin Champion / Tuna Champion. Have your name & logo on the trophy; sign or banner display at BHMTTC; logo in tournament book; logo on website