

PENSACOLA LIONFISH SHOOTOUT

Tournament & Festival

SPONSORSHIP INFORMATION



OCTOBER 20-23, 2023
PENSACOLA BEACH, FLORIDA

For more information, contact

BRADY HALE • MARKETING DIRECTOR • BRADY@OCEANSTRIKETEAM.ORG • (469) 387-4940

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

PENSACOLA LIONFISH SHOOTOUT.COM

BENEFITING



OCEAN
STRIKE TEAM



Thank you for your interest in becoming a sponsor of the Pensacola Lionfish Shootout! You don't want to miss out! The Pensacola Lionfish Shootout tournament attracts attention from professional and recreational divers, lionfish hunters, media, vendors, and the public. In years past, Pensacola lionfish tournaments and festivals have attracted hundreds of tournament participants, with over 7,500 spectators and attendees of the tournament and two-day festival. Tens of thousands of lionfish are removed, and media from across the country cover the event.

The tournament has two components: the Tournament which runs from October 20 - October 21, 2023 with fish count and the awards ceremony on October 22, 2023 and a two day lionfish festival which will be October 21-22, . The tournament is held in conjunction with the awards ceremony of FWC's statewide Lionfish Challenge competition. The 2-day festival will take over the Pensacola Boardwalk, and raises awareness of the lionfish invasion and other conservation causes. There will be lots of activities for the public, including vendors, art, family friendly activities, mermaids, lionfish tastings, live music, and amazing food. A media campaign with digital, radio, print, 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 legendary boardwalk, and centered at Bamboo Willies on beautiful Pensacola Beach, Florida.

Pensacola has been identified as the epicenter of the lionfish fight, having the highest concentration of invasive lionfish in the world. Historically, this area has produced more lionfish during tournaments than any other tournament in history. . 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. Further, with the awarding of the FWC's statewide Lionfish King or Queen being announced and awarded at the Pensacola Lionfish Shootout, it will guarantee statewide media exposure.

The Pensacola Lionfish Shootout benefits Ocean Strike Team, a 501 (c)3 nonprofit organization whose mission is to provide opportunities for ocean lovers to participate in conservation related activities including lionfish hunting, shark surveys, coral reef conservation, marine debris cleanup and other campaigns. All proceeds of the tournament go directly to fund action items, equipment and conservation efforts. Visit us at OceanStrikeTeam.org for more information.

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

Brady Hale
Marketing Director
brady@OceanStrikeTeam.org
(469)387-4940

Andy Ross
Tournament Director
Sharkman58@gmail.com
(850) 529-2475

PensacolaLionfishShootout.com

PRESENTING SPONSOR – \$50,000 – LIMIT ONE

- Identified as presenting sponsor on all Pensacola Lionfish Shootout digital, print, radio, and television event media.
- Identified as presenting sponsor on all Lionfish Festival digital and print event media relating to the tournament and festival.
- Logo on every trophy given to winning participants
- Identified as presenting sponsor w/ logo on large tournament leaderboard next to weigh-station.
- Identified as presenting sponsor on tournament website home page header.
- Identified as presenting sponsor w/ logo and backlink to sponsor website on tournament website Sponsor page.
- Identified as sponsor w/ logo and backlink to sponsor website on each tournament website page footer.
- One (1) weekly mentions and tags on tournament social media accounts through October 22nd, 2023.
- Mention and tag on Pensacola Lionfish shootout social media account with initial signup as a sponsor.
- Speaking opportunities at Captain's Meeting and Awards Presentation also broadcasted on Facebook Live and Livestream on the website.
- Featured logo on tournament event t-shirts, plus twenty (20) free tournament t-shirts.
- Presenting logo on banners at Pensacola Lionfish Festival.
- Presenting logo on poster checks given to tournament category winners.
- Promotion in Ocean Strike Team's email newsletter prior to the event.
- Three (3) promoted posts advertising sponsor of event on the Ocean Strike Team's social media channels

PLATINUM SPONSOR – \$25,000 – LIMIT THREE

- Identified as platinum sponsor on all Pensacola Lionfish Shootout digital and print event media.
- Identified as platinum sponsor on all Lionfish festival digital and print event media relating to the tournament.
- Identified as platinum sponsor w/ XXL logo on tournament scoreboard next to weigh-station.
- Identified as platinum sponsor on tournament website footer.
- Identified as platinum sponsor w/ logo and backlink to sponsor website on tournament website Sponsor page.
- Two (2) monthly mentions and tag on tournament social media accounts through October 22nd, 2023.
- Mention and tag on tournament social media account with initial signup as a sponsor.
- Extra-large logo on tournament event t-shirts, plus ten (10) free ECO t-shirts.
- Extra-large logo on ECO tournament banners at Pensacola Lionfish Festival.
- Promotion in Ocean Strike Team's email newsletter prior to event.

GOLD SPONSOR – \$10,000 – LIMIT FIVE

- Identified as Gold sponsor on all Pensacola Lionfish Shootout web, digital, print, and radio event media.
- Identified as Gold sponsor on all Lionfish festival 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 sponsor on tournament website footer.
- Identified as Gold sponsor w/ logo and backlink to sponsor website on tournament website Sponsor page
- Two (2) monthly mentions and tag on tournament social media accounts through October 22nd, 2023.
- Mention and tag on tournament social media account with initial signup as a sponsor.
- Three (3) total mentions and tags on Ocean Strike Team's social media accounts through October 22nd, 2023.
- Large logo on ECO tournament shirts, plus ten (10) ECO tournament shirts.
- Large logo on tournament banners at Festival.

SILVER SPONSOR – \$5,000

- Identified as Silver sponsor on all Pensacola Lionfish Shootout web and digital event media.
- Large logo on tournament large leaderboard at weigh-in station.
- Identified as sponsor on tournament website footer.
- Identified as Silver sponsor w/ logo and backlink to sponsor website on tournament website sponsor page
- Mention and tag on tournament social media account with initial signup as a sponsor.
- One (1) monthly mention and tag on social media accounts through October 22nd, 2023.
- Medium logo on tournament shirts plus six (6) tournament shirts.
- Medium logo on tournament banners at Pensacola Lionfish Festival.

BRONZE SPONSOR – \$2,500

- Identified as bronze sponsor on all Pensacola Lionfish Shootout web and digital event media.
- Medium logo on tournament large leaderboard at weigh-in station
- Mention and tag on social media account with initial signup as a sponsor.
- Identified as Bronze sponsor w/ logo and backlink to sponsor website on tournament website Sponsor page
- One (1) total mention and tag on tournament social media accounts through October 22nd, 2023.
- Medium logo on tournament shirts, plus four (4) tournament shirt.
- Medium logo cycling on Megatron screen during 2-day event.
- Medium logo on ECO tournament banners at Pensacola Lionfish Festival.

EMERALD SPONSOR - \$1500

- Identified as Emerald sponsor on all Pensacola Lionfish Shootout web and digital event media.
- Small logo on tournament large leaderboard at weigh-in station.
- Mention and tag on tournament social media account with initial signup as a sponsor.
- Identified as Emerald sponsor w/ logo and backlink to sponsor website on tournament website Sponsor page.
- One (1) total mention and tag on tournament social media accounts through October 22nd, 2023.
- Medium logo on tournament shirts, plus four (4) tournament shirt.
- Small logo on tournament shirts, plus four (4) tournament shirts.

FRIEND OF Pensacola Lionfish Shootout – \$500

- Identified as a Friend of Pensacola Lionfish Shootout on website.
- 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 on tournament website Sponsor page.
- One (1) ECO tournament shirt.

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

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

PENSACOLA LIONFISH SHOOTOUT

2023 SPONSOR REGISTRATION

PLEASE FILL OUT AND EMAIL TO BRADY@OCEANSTRIKETEAM.ORG

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
(\$1,500)

FRIEND
(\$500)

OTHER _____

CONTACT INFO

CONTACT NAME _____ PHONE _____

CONTACT EMAIL _____

Please make all checks payable to:

OCEAN STRIKE TEAM

116 E. GONZALES ST. #10
PENSACOLA, FL 32503
(469) 387-4940