



# 2024 SPONSORSHIP OPPORTUNITIES

AUGUST 5-9, 2024 | ON THE BEACH AT THE INLET

# MARLIN FEST AT A GLANCE

Marlin Fest is a unique way to experience the White Marlin Open, the World's Largest and Richest Billfish Tournament. Held in conjunction with the White Marlin Open fishing tournament, Marlin Fest features daily live-streaming of the tournament weigh-ins, live music, food & drink, and amazing vendors. This scenic venue is located at the Ocean City Inlet and beach in downtown Ocean City, Maryland. Now returning for its fourth year, Marlin Fest offers something for everyone.



33,000

Attended Marlin Fest  
in 2023 (44% increase  
over 2022)



400,000

Unique views of the White  
Marlin Open live-stream



226,000

Billboard impressions from  
June 19 - August 13



7,000

Copies of the WMO  
Magazine are distributed

## WHITE MARLIN OPEN SOCIAL MEDIA STATS



**Followers:** 124,000 (28% ↑)

**Reach:** 6.8M (42% ↑)

**Profile Visits:** 1.3M (431% ↑)



**Followers:** 52,700 (22% ↑)

**Reach:** 278,000 (34% ↑)

**Profile Visits:** 181,000 (55% ↑)



**Followers:** 30,700

**Views:** 13M

**Likes:** 856,000



## PROMOTIONAL SPONSOR PACKAGE

### DIGITAL EVENT POSTER

Your company will be listed on a digital event poster sent through the Chamber of Commerce and Hotel Motel Restaurant Association.

### EVENT AD IN WHITE MARLIN OPEN MAGAZINE

Your company will be listed in an ad in the WMO magazine, which is included in participant buckets, distributed to spectators and available online.

### SOCIAL MEDIA RECOGNITION

Your company logo will be included on social media platforms monthly May-August.

### RADIO PROMOTION

Your company will be recognized during radio promotion of the event.

### BANNER AND PROMOTIONAL GIVEAWAYS

Your company may provide a banner to be displayed at Marlin Fest and also has the opportunity to provide promotional crowd giveaways.

### LOGO DISPLAY ON WEBSITE

Your company logo will be featured on the Marlin Fest website with a link to your company website. The WMO website will have a link to the Marlin Fest website placed prominently on the homepage.

### WHITE MARLIN OPEN LIVE STREAM RECOGNITION

Your company will receive nightly recognition during the WMO live broadcast and commercial breaks, shown at Harbor Island, Marlin Fest and online.

### EVENT DJ RECOGNITION

Your company will be promoted by the event DJ throughout the week.

**PACKAGE PRICE: \$600**

## CONCESSION SPONSOR PACKAGE

### DIGITAL EVENT POSTER

Your company will be listed on a digital event poster sent through the Chamber of Commerce and Hotel Motel Restaurant Association.

### EVENT AD IN WHITE MARLIN OPEN MAGAZINE

Your company will be listed in an ad in the WMO magazine, which is included in participant buckets, distributed to spectators and available online.

### SOCIAL MEDIA RECOGNITION

Your company logo will be included on social media platforms monthly May-August.

### RADIO PROMOTION

Your company will be recognized during radio promotion of the event.

### BANNER AND PROMOTIONAL GIVEAWAYS

Your company may provide a banner to be displayed at Marlin Fest and also has the opportunity to provide promotional crowd giveaways.

### LOGO DISPLAY ON WEBSITE

Your company logo will be featured on the Marlin Fest website with a link to your company website. The WMO website will have a link to the Marlin Fest website placed prominently on the homepage.

### WHITE MARLIN OPEN LIVE STREAM RECOGNITION

Your company will receive nightly recognition during the WMO live broadcast and commercial breaks, shown at Harbor Island, Marlin Fest and online.

### EVENT DJ RECOGNITION

Your company will be promoted by the event DJ throughout the week.

### CONCESSION SPACE

Your company will have a reserved space to sell concessions during Marlin Fest.

**PACKAGE PRICE: \$1,000**

# EXHIBITING SPONSOR PACKAGE

## **DIGITAL EVENT POSTER**

Your company will be listed on a digital event poster sent through the Chamber of Commerce and Hotel Motel Restaurant Association.

## **EVENT AD IN WHITE MARLIN OPEN MAGAZINE**

Your company will be listed in an ad in the WMO magazine, which is included in participant buckets, distributed to spectators and available online.

## **SOCIAL MEDIA RECOGNITION**

Your company logo will be included on social media platforms monthly May-August.

## **RADIO PROMOTION**

Your company will be recognized during radio promotion of the event.

## **BANNER AND PROMOTIONAL GIVEAWAYS**

Your company may provide a banner to be displayed at Marlin Fest and also has the opportunity to provide promotional crowd giveaways.

## **LOGO DISPLAY ON WEBSITE**

Your company logo will be featured on the Marlin Fest website with a link to your company website. The WMO website will have a link to the Marlin Fest website placed prominently on the homepage.

## **WHITE MARLIN OPEN LIVE STREAM RECOGNITION**

Your company will receive nightly recognition during the WMO live broadcast and commercial breaks, shown at Harbor Island, Marlin Fest and online.

## **EVENT DJ RECOGNITION**

Your company will be promoted by the event DJ throughout the week.

## **10x10 TENT**

Your company will have a reserved 10x10 space with tent to promote or sell products and services (**option to upgrade to a larger space for an additional fee**).

**PACKAGE PRICE: \$1,000**

**FOR MORE INFORMATION: [SASHAWHITEMARLINOPEN@COMCAST.NET](mailto:SASHAWHITEMARLINOPEN@COMCAST.NET) | 410-289-9229**

# SPONSORSHIP AGREEMENT

**Sponsorship Level (check one):**

☐ Promotional (\$600) ☐ Concession (\$1,000) ☐ Exhibiting (\$1,000) ☐ Presenting

Company/Sponsor Name: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

**A 50% deposit is due at the time of commitment. The balance is due by August 1, 2024.**

Accounts Payable Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

As an Exhibiting, Concession, or Presenting Sponsor, I understand I am to provide the White Marlin Open, Inc. with a Certificate of Liability Insurance, which may result in an additional cost that is the responsibility of the Company. As an authorized representative for the above Sponsor, I understand the terms and conditions of this agreement and the benefits I am to receive as a Marlin Fest Sponsor per the 2024 published "Sponsorship Opportunities." I am authorized to commit to such on behalf of the above named entity and agree to pay the amount described herewith.

Sponsor Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Marlin Fest Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Please email a high-resolution jpg file of your company logo to [kelly@whitemarlinopen.com](mailto:kelly@whitemarlinopen.com)**

FOR OFFICE USE ONLY

TOTAL DUE: \_\_\_\_\_ DEPOSIT AMOUNT: \_\_\_\_\_ DEPOSIT PAID ON: \_\_\_\_\_ FINAL PAID ON: \_\_\_\_\_ LOGO ON FILE: \_\_\_\_\_

**RETURN COMPLETED SPONSORSHIP AGREEMENT TO [KELLY@WHITEMARLINOPEN.COM](mailto:kelly@whitemarlinopen.com)**