



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

FOR MORE INFORMATION: SASHAWHITEMARLINOPEN@COMCAST.NET | 410-289-9229

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

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WHITE MARLIN OPEN LIVE STREAM RECOGNITION

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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

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EVENT AD IN WHITE MARLIN OPEN MAGAZINE

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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.

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

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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 | 410-289-9229

PRESENTING 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.

SPONSOR AD IN WHITE MARLIN OPEN MAGAZINE

The Presenting Sponsor Package includes a 1/2 page color ad in the WMO Magazine as well as being listed in the event ad. The magazine is included in Captain's buckets, distributed to attendees at both Harbour Island and Marlin Fest, and is available online.

SOCIAL MEDIA RECOGNITION

Your company logo will be included on White Marlin Open and Marlin Fest social media platforms monthly May-August. The Presenting Sponsor will also be featured 2x per month in unique social media posts (**graphics and copy to be provided by sponsor and approved by Tournament Directors**).

RADIO PROMOTION

Your company will be featured in radio advertising from June - August.

PROVIDED SIGNAGE AND GIVEAWAYS

Your company may provide a banner and sponsor flags to be displayed at Marlin Fest, and can also provide promotional crowd giveaways and a promo item in the Captain's Bucket distributed to each boat participant.

SOCIAL MEDIA ADVERTISING CAMPAIGN

Your company will be featured in the promotional social media video that runs leading up to the event and targets OC locals and visitors.

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 (**available upgrade to larger space**).

BRANDED SIGNAGE

Sponsor/logo name to appear alongside the Marlin Fest entrance banner and other signage throughout the event at the discretion of the promoter.

EMAIL BLAST

Your company will be featured in a Marlin Fest e-blast with distribution of over 90,000 contacts.

PRESS RELEASE RECOGNITION

Your company will be recognized as the Presenting Sponsor of the 3rd Annual Marlin Fest in all press releases.

BILLBOARD DISPLAY

The Presenting Sponsor logo will appear alongside Marlin Fest graphics on a billboard on Rt. 50 eastbound, and will run from mid-June to mid-August.

BOARDWALK BANNERS

The Presenting Sponsor logo will appear alongside Marlin Fest graphics on banners that run the length of the Ocean City boardwalk from July 17 - August 13.

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**

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)