



2025 SPONSORSHIP OPPORTUNITIES

AUGUST 4-8, 2025 | ON THE BEACH AT THE INLET

WHITE MARLIN OPEN MARLIN FEST AT A GLANCE

White Marlin Open 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, White Marlin Open Marlin Fest features daily live-streaming of the tournament weigh-ins, live music, food & drink, and vendors. This scenic venue is located at the Ocean City Inlet and beach in downtown Ocean City, Maryland. Now returning for its fifth year, White Marlin Open Marlin Fest offers something for everyone.



7,000

Attendees per day



480,000

IP addresses viewed the
WMO live-stream



7,000

Copies of the WMO
Magazine are distributed

WHITE MARLIN OPEN SOCIAL MEDIA STATS



Followers: 142,000

Reach: 6.8M

Profile Visits: 1.3M



Followers: 64,800

Reach: 278,000

Profile Visits: 181,000



Followers: 61,300

Views: 36M

Likes: 1.4M

EXHIBITING SPONSOR PACKAGE

NAME RECOGNITION IN EVENT AD

Your brand will be listed in the White Marlin Open Marlin Fest event ad in the White Marlin Open Magazine. The magazine is included in the participant buckets and distributed to attendees at both Harbour Island and White Marlin Open Marlin Fest. A digital version can also be found at WhiteMarlinOpen.com. Over 7,000 copies of the WMO Magazine are distributed during the event.

SOCIAL MEDIA RECOGNITION

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

RADIO PROMOTION

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

EVENT DJ RECOGNITION

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

LOGO DISPLAY ON WEBSITE

Company logo will be featured on the Marlin Fest page of the White Marlin Open website.

LIVE STREAM RECOGNITION

Your brand will receive nightly recognition during the WMO live broadcast and during commercial breaks. In 2024, there were 480,000 IP addresses. Additionally, weigh ins are streamed at many bars and restaurants in the area.

BANNER AND PROMOTIONAL GIVEAWAYS

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

10X10 TENT

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

DRIVE LANE BANNER UPGRADE

Your company may provide artwork for a mesh banner to be displayed on the outside of the event footprint for an additional \$200. Banner placement will be at the discretion of the promoter. Deadline for artwork is 7/1/25.

PACKAGE PRICE: \$1,200

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

CONCESSION SPONSOR PACKAGE

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BANNER AND PROMOTIONAL GIVEAWAYS

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CONCESSION SPACE

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

DRIVE LANE BANNER UPGRADE

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CONCESSION FEE:

10% of Total Sales

Report to be sent to promoters at the conclusion of event each night. A \$500 deposit is required and will be applied to the concession fee at the conclusion of the event.

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

SPONSORSHIP AGREEMENT

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 July 15, 2025.

Accounts Payable Contact: _____

Phone: _____ Fax: _____ Email: _____

As a 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 2025 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)