



2023

SPONSORSHIP OPPORTUNITIES

AUGUST 7-11, 2023 | ON THE BEACH AT THE INLET

MARLIN FEST AT A GLANCE

Marlin Fest is a week-long beach party to celebrate the White Marlin Open, the World's Largest and Richest Billfish Tournament. There's fun for the whole family, including live music, cornhole and beach tennis, food and drinks, amazing vendors, and daily live-streaming of the White Marlin Open weigh-ins. Now returning for the third year, Marlin Fest is going to be bigger and better than ever!



23,000

Attended Marlin Fest
in 2022



254,000

Unique views of the White
Marlin Open live-stream



90,000

Marlin Fest email blast
distribution



797,950

Billboard impressions from
June 13 - August 14



6,000

Copies of the WMO
Magazine are distributed

SOCIAL MEDIA STATS (May - August 2022)



3,877,685

Reach

242,535

Profile Visits

96,820

Followers



187,593

Reach

107,860

Profile Visits

43,169

Followers

FOR MORE INFORMATION: SASHA@WHITEMARLINOPEN.COM | 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 will be tagged on social media monthly from May-August on WMO Facebook and Instagram pages.

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.

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 will be tagged on social media monthly from May-August on WMO Facebook and Instagram pages.

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.

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 will be tagged on social media monthly from May-August on WMO Facebook and Instagram pages.

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.

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

DAILY LIVE ENTERTAINMENT 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 will be promoted on social media as the live entertainment sponsor for a given day.

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.

EVENT DJ RECOGNITION

Your company will be promoted as the live entertainment sponsor throughout the day you sponsor by the event DJ.

PACKAGE PRICE: \$1,000

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 will be tagged on social media monthly from May-August on WMO Facebook and Instagram pages. The Presenting Sponsor will also be featured two times per month in unique social media posts (**graphics and copy must be provided by sponsor**).

RADIO PROMOTION

Your company will be featured in radio advertising and will receive 4 mentions daily between June 1 - August 30.

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.

CO-BRANDED STADIUM CUP

Your company has the opportunity to provide 10,000 co-branded 16 oz. stadium cups (**Marlin Fest to provide art**).

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.

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

The Marlin Fest entrance signage and leaderboards throughout the event footprint will be co-branded with your company logo.

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 June 13 - August 14.

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) ☐ Daily Live Entertainment (\$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, 2023.

Accounts Payable Contact: _____

Phone: _____ Fax: _____ Email: _____

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 2023 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)

EXHIBITING SPONSOR APPLICATION

Please complete this form if you would like to be considered as an Exhibiting Sponsor for Marlin Fest.

Marlin Fest will be held August 7 - 11, 2023 at the Ocean City Inlet and Beach. Event times are 11:00 am - 9:30 pm. You will be required to have your sponsor space staffed for the duration of the event.

Company/Sponsor Name: _____

Contact Name: _____

Phone: _____ Email: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Website: _____ Facebook: _____ Instagram: _____

Please describe the items or services that will be sold or promoted during the event:

Would you prefer a vendor location on the pavement or in the sand? _____

Please indicate your tent size preference:

☐ 10 x 10 ☐ 20 x 20 ☐ Specialty: _____

RETURN COMPLETED EXHIBITING SPONSOR APPLICATION TO [KELLY@WHITEMARLINOPEN.COM](mailto:kelly@whitemarlinopen.com)