



Sponsorship Opportunities & Benefits



THE BILLFISH FOUNDATION'S TAG & RELEASE AWARD CEREMONY



Overview of The Billfish Foundation



WHO:

The Billfish Foundation (TBF) is a 501(c)(3) charitable organization under the tax code of the United States and headquartered in Fort Lauderdale, Florida. The organization's mission is to advance responsible management and conservation of billfish and associated highly migratory fish species in oceans around the world.

WHAT:

TBF recognizes the anglers, captains, mates, and youth anglers who tag and release the most billfish in each of the world's oceans annually at our Tag & Release Ceremony event. TBF's Tag & Release Competition is categorized by billfish species, ocean, and whether the fish were tagged or released untagged.

WHEN:

This event is held concurrently during the West Palm Beach Boat Show and highlights our cornerstone program. Those recognized not only exhibit great skill in catching numbers of fish, but also embody the conservation ethic so important to the oceans' future.

WHY:

The Billfish Foundation offers many different ways for your business to maximize its exposure and be associated as a company who believes that conservation pays. Sponsorship represents an ideal opportunity to boost your company's profile among an influential crowd in the recreational sportfishing community.

A History of Action,
A Tradition of Success.

TBF: The Leader In Sportfishing Conservation & Advocacy

YOUR SPONSORSHIP HELPS SUPPORT:

The Sportfishing Community • Angler's Rights

Research • Education & Conservation

TBF Tag & Release Stats

152,000+ Anglers Contributing

260,000+ Tag & Release Records



10,000+ Black marlin



66,000+ Blue marlin



24,000+ White marlin



46,000+ Striped marlin



115,000+ Sailfish

Accomplishments

Adoption of the use of non-offset circle hooks

Improvement of stock assessments for Atlantic and Pacific billfish

Socio-economic studies to establish value for released billfish

Promoting and retaining closed zones for billfish, swordfish, and other important gamefish

Influenced commercial longline and purse seining regulations which represent a major source of billfish mortality

Lead advocate for researching solutions to the ever-growing Atlantic shark depredation of angler-hooked fish

FISH FOREVER!

HEADLINE SPONSOR \$10,000+

ADVERTISING & PROMOTION

- Logo & name on invitations, E-blasts, advertisements, event program
- 2 Full page color ads in TBF's *Billfish* magazine
- Logo on step and repeat sponsor banner
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Homepage & Friends of TBF page) as soon as sponsorship is paid
- 2 Skyscraper ads in TBF's monthly E-newsletter "*In The Spread*"*
- Sponsor's name and logo placement, once received, included in all media releases, newspaper, magazine ads/articles, programs, flyers, website, and follow-up public relations materials, including logo spread
- Mention in TBF social media posts with link to sponsor page leading up to and following event (>150,000 impressions)

RECOGNITION at EVENT

- Recognition by emcee
- 1 Full page ad in event program
- Stand-up banner (provided by sponsor) in prime location
- Logo placement on step & repeat banner

TAG & RELEASE CEREMONY

- 1 VIP table (10 seats) to ceremony



PREMIER BAR SPONSOR \$7,500+

ADVERTISING & PROMOTION

- Logo & name on invitations, E-blasts, advertisements, event program
- 1 Full page color ad in TBF's *Billfish* magazine
- Logo on step and repeat sponsor banner
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- 1 Skyscraper ad in TBF's monthly eNewsletter "*In The Spread*"*
- Sponsor's name and logo placement, once received, included in all media releases, newspaper, magazine ads/articles, programs, flyers, website, and follow-up public relations materials, including logo spread
- Mention in TBF social media posts with link to sponsor page leading up to and following event (>150,000 impressions)

RECOGNITION AT EVENT

- Recognition by emcee
- 1 Full page ad in event program
- 1 Stand-up banner located at/near the bar (provided by sponsor)
- Logo placement on step & repeat banner

TAG AND RELEASE AWARD CEREMONY

- 6 tickets to ceremony

ADVERTISING & PROMOTION

- Logo & name on invitations, E-blasts, advertisements, event program
- 1 Half page color ad in TBF's Billfish magazine
- Logo on step and repeat sponsor banner
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- 1 Skyscraper ad in TBF's monthly eNewsletter "In The Spread"*
- Sponsor's name and logo placement, once received, included in all media releases, newspaper, magazine ads/articles, programs, flyers, website, and follow-up public relations materials, including logo spread
- Mention in TBF social media posts relating to event with link sponsor page (at least 4 times)

RECOGNITION AT EVENT

- Recognition by emcee
- 1 Full page ad in event program
- 1 Stand-up banner in prime location during cocktail hour (provided by sponsor)
- Logo placement on step & repeat banner

TAG AND RELEASE AWARD CEREMONY

- 4 tickets to ceremony



COMMUNITY SPONSOR \$2,500+

ADVERTISING & PROMOTION

- Logo & name in event program
- 1 Quarter page full color ad in TBF's Billfish magazine
- Logo on step and repeat sponsor banner
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- 1 Badge ad in TBF's monthly eNewsletter "In The Spread"*
- Sponsor's name and logo placement, once received, included in all media releases, newspaper, magazine ads/articles, programs, flyers, website, and follow-up public relations materials, including logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

RECOGNITION at EVENT

- Recognition by emcee
- 1 Half page ad in event program



TAG AND RELEASE AWARD CEREMONY

- 2 Tickets to ceremony

FRIEND OF TBF SPONSOR \$1,000+

ADVERTISING & PROMOTION

- Logo & name in event program
- 1 Business card size ad in TBF's Billfish magazine
- Logo on step and repeat sponsor banner
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- 1 Badge ad in TBF's monthly eNewsletter "In The Spread"*
- Sponsor's name and logo placement, once received, included in all media releases, newspaper, magazine ads/articles, programs, flyers, website, and follow-up public relations materials, including logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

RECOGNITION at EVENT

- Recognition by emcee
- Quarter page ad in event program

TAG AND RELEASE AWARD CEREMONY

- 1 Ticket to ceremony



*TBF reserves the right to apply the sponsor benefits at its discretion within a 12 month period of the stated benefit

FOR SPONSORSHIP INFORMATION

CONTACT: TBF@Billfish.org



THE BILLFISH FOUNDATION

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