



FISHSTOCK

THE TOTAL SALTWATER EXPERIENCE

CUSTOMIZED PRESENTING Sponsor

A fully integrated marketing approach including event marketing, regional television, radio, print and internet to promote the company's name and products locally, regionally and nationally. **Customized sponsorship packages starting at \$16,500.**

Detailed Benefits

I. Presenting Status to one entity of FishStock Village

II. Regional Broadcast Exposure on Sun Sports (5.7 million subscriber base)

- a. Logo presence on commercials promoting FishStock, over 26 week period (February – May 2008)
- b. Live mentions on Florida Fishing Report, aired weekly on Sun Sports (approximately 40)

III. National Magazine Advertising

- a. FishStock Print Ads –Logo positioning on full page 4/c FishStock ads reaching 600,000 readers in *Sport Fishing* (3x), *Marlin* (2x) and *Fly Fishing in Salt Waters* (2x)

IV. Internet

- a. Logo positioning on www.FishStock.com and links to your company website
- b. Hotlinks to FishStock website from sportfishingmag.com, marlinmag.com and flyfishinsalt.com

V. National, Local and Regional Marketing

Company name and/or logo referenced on all print, collateral and broadcast including:

- a. Brochures
- b. Event Program Ads – Two-page 4/c spread ad in program. Cover design includes your company logo
- c. Logo inclusion on posters, fliers, newspapers, laminated boat numbers and referenced in radio spots
- d. E-newsletters – promotional text and link to your website included in each e-newsletter
- e. Signage

VI. Branding/Presenting Status

Choice of 'Presenting Status' opportunities:

- a. Artist Pavilion
- b. Boat Show
- c. Education Center
- d. Hospitality/Food
- e. KidStock
- f. Music/Entertainment
- g. Seminar Series
- h. Offshore Tournament
- i. Inshore Tournament

VII. Onsite Benefits

- a. Up to 3,500 sq. ft. of onsite display space
- b. Sponsor a top award within tournament
- c. Opportunity to insert promotional literature/product in captain's bags
- d. Onsite signage in high profile and strategic locations
- e. Invitation to Angler's Kick-Off Party with opportunity to display and sell product

FishStock – The Total Saltwater Experience
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www.FishStock.com



National