



FISHSTOCK

THE TOTAL SALTWATER EXPERIENCE

New Smyrna Beach, Florida May 22 – 25, 2008

Consumers come to FishStock to immerse themselves in the water sports and fishing lifestyle. Two saltwater fishing tournaments – inshore and offshore, boat and tackle shows, kids' activities, fishing seminars/clinics, live entertainment and delicious seafood make FishStock a truly unique experience for people of all ages.

FishStock is a highly effective sales tool to brand your product and reach new customers in the water sports and fishing lifestyle. Sponsorship packages include some of the following elements:

- National Print
- Product Display and Sales
- Regional TV Exposure
- Website Marketing
- Onsite Branding
- Local and Regional Collateral

FishStock is produced by Bonnier Corporation, an experienced and dynamic multimedia marketing organization. We harness the power of magazine and custom publishing, Internet and e-mail marketing, cable television programming and event marketing to achieve strong results for our sponsors.



FishStock – The Total Saltwater Experience
460 North Orlando Avenue, Suite 200 • Winter Park, FL 32789
www.FishStock.com



National



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OVERVIEW

2008 National Sponsorships

TITLE Sponsorship

An unmatched opportunity that will exclusively integrate your company in the sport. A fully branded marketing approach, including event marketing, regional television and radio advertising, print and Internet to promote the company's name and products locally, regionally and nationally.

\$40,000 + product donation

CUSTOMIZED PRESENTING Sponsorship

A customized marketing approach which includes event marketing, regional television exposure, print advertising and Internet advertising designed to promote and sell the company's name and products. This customized package offers you a choice of several 'Presenting Sponsor' opportunities.

Prices starting at \$16,500

BOAT MANUFACTURER Sponsorship

A well-rounded and targeted marketing opportunity that combines boat show exhibit space, national and local print, internet and product display. Custom options include additional display area to showcase your product.

\$6,000

PLATINUM Sponsorship

Includes Boat Manufacturer marketing benefits with up to 3,000 sq. ft. of display space

\$10,000

GOLD Sponsorship

Includes Boat Manufacturer marketing benefits with up to 3,500 sq. ft. of display space

\$7,500

TRADE Sponsorship

Creative program utilizing your company's products. Offers you the opportunity to insert your product into captain's bags and key distribution points throughout FishStock.

Level 1: \$2,500 in product donation

Level 2: \$1,500 in product donation

Level 3: \$1,000 in product donation





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TITLE Sponsor

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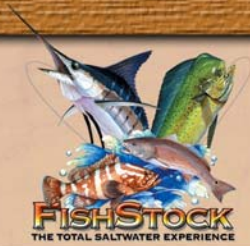
Detailed Benefits

- I. **Name and Title to FishStock**
- 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. Prominent identification as Title sponsor with logo positioning on every page of 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. **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





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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

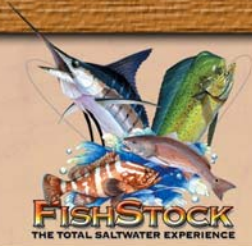
VII. Onsite Benefits

- 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

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BOAT MANUFACTURER Sponsor

\$6,000

Detailed Benefits

- 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)
- Logo positioning on www.FishStock.com and links to your company website
- Sponsor a top award within tournament
- Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- Opportunity to sell product at captains' meeting, kick-off party and in FishStock Village
- Logo inclusion on posters, fliers, newspapers and laminated boat numbers

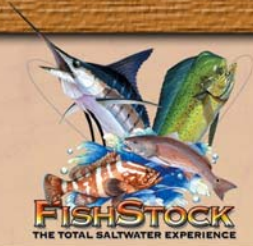
Onsite Benefits

- Up to 2,000 sq. ft. of onsite display space
- Ability to display up to four company banners (sponsor provides). Maximum size: 3' x 10'
- Onsite product testing (land/water)
- Live onsite announcements (two per day)

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PLATINUM Sponsor

\$10,000

Detailed Benefits

- 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)
- Logo positioning on www.FishStock.com and links to your company website
- Rights to FishStock logo for advertising initiatives
- Full-page 4/c ad in Event Program
- Sponsor a top award within tournament
- Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- Logo inclusion on posters, fliers, newspapers and laminated boat numbers
- Opportunity to provide product donations for additional exposure

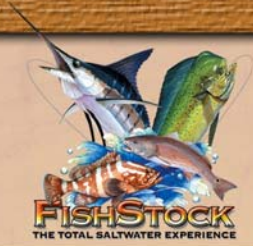
Onsite Benefits

- Up to 3,500 sq. ft. of onsite display space
- Ability to display up to four company banners (sponsor provides). Maximum size: 3' x 10'
- Onsite product testing (land/water)
- Sponsor and fulfill onsite seminars
- Live onsite announcements (two per day)

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GOLD Sponsor

\$7,500

Detailed Benefits

- 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)
- Logo positioning on www.FishStock.com and links to your company website
- Full-page 4/c ad in Event Program
- Sponsor a top award within tournament
- Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- Logo inclusion on posters, fliers, newspapers and laminated boat numbers
- Opportunity to provide product donation for additional exposure

Onsite Benefits

- Up to 3,000 sq. ft. of onsite display space
- Ability to display up to four company banners (sponsor provides). Maximum size: 3' x 10'
- Onsite product testing (land/water)
- Live onsite announcements (two per day)

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TRADE Sponsor

Level 1:

\$2,500

- a. Right to sell product onsite through local dealers
- b. Full page 4/c ad in Event Program
- c. Logo positioning on www.FishStock.com and links to your company website
- d. Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- e. Ability to display your company banner (sponsor provides). Maximum size: 3' x 10'
- f. Opportunity to insert promotional literature/product in captain's bags
- g. Live onsite announcements (two per day)

Level 2:

\$1,500

- a. Right to sell product onsite through local dealers
- b. ½ page 4/c ad in Event Program
- c. Logo positioning on www.FishStock.com and links to your company website
- d. Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- e. Ability to display your company banner (sponsor provides). Maximum size: 3' x 10'
- f. Opportunity to insert promotional literature/product in captain's bags
- g. Live onsite announcements (two per day)

Level 3:

\$1,000

- a. Right to sell product onsite through local dealers
- b. ¼ page 4/c ad in Event Program
- c. Logo positioning on www.FishStock.com and links to your company website
- d. Invitation to Angler's Kick-Off Party with opportunity to display and sell product
- e. Ability to display your company banner (sponsor provides). Maximum size: 3' x 10'
- f. Opportunity to insert promotional literature/product in captain's bags
- g. Live onsite announcements (two per day)

