

2007
**BERMUDA
TRIPLE
CROWN**
BILLFISH
CHAMPIONSHIP

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**BERMUDA
TRIPLE CROWN BILLFISH CHAMPIONSHIP
PLATINUM
Sponsorship**



Sponsorship Fee: \$5,000

Product Donation: Seven quality items for the championship crew and anglers

Status

Distinction as Platinum sponsor.

Internet Coverage – Product Featured on the Web site

Platinum banner included in featured banner rotation. Ten prominent logo locations and links within the **Bermuda Triple Crown** (www.BermudaTripleCrown.com) Web site.

Tournament Advertising in *Marlin* Magazine

Platinum logo application on the event's one-page **Bermuda Triple Crown** display advertisement in the April/May and June/July issues of *Marlin* magazine. *Marlin* magazine distributes 55,000 copies per issue.

Tournament Advertising in *Sport Fishing* Magazine

Platinum logo application on the event's one-page **Bermuda Triple Crown** display advertisement in the April issue *Sport Fishing* magazine. *Sport Fishing* magazine distributes 200,000 copies per issue.

Tournament Advertising in *The Bermuda Big Game Classic* Magazine

Platinum logo application on the **Bermuda Triple Crown** one-page color display advertisement in *The Bermuda Big Game Classic* magazine. 10,000 copies of the magazine are distributed.

Tournament Brochure

Platinum logo application on the tournament brochure. 4,000 copies are distributed through direct mail, boat shows and other tournaments.

Tournament Postcard Invitation

Platinum logo application on tournament postcard. 4,000 copies are distributed through direct mail, boat shows and other tournaments.

Signage

One company banner placed at all event functions. Event-specific banners will be made with sponsor's logo included.

Product Display

Sponsor's product will be displayed on a special Bermuda Triple Crown table at the Bermuda Billfish Blast, the Bermuda Big Game Classic and the Sea Horse Anglers Club tournaments.