



2007
BERMUDA
TRIPLE CROWN BILLFISH CHAMPIONSHIP
SILVER
Sponsorship



Sponsorship Fee: \$1,000

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

Status

Distinction as Silver sponsor.

Internet Coverage – Product Featured on Web site

Two prominent logo locations and links within the **Bermuda Triple Crown** (www.BermudaTripleCrown.com) Web site.

Tournament Advertising in *Marlin* Magazine

Silver 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

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

Tournament Advertising in *The Bermuda Big Game Classic* Magazine

Silver 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

Silver logo application on the tournament brochure. 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.