



Pensacola Big Game Fishing Club
Tournaments Sponsorship / Advertising
Opportunities 2020



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2018 Sponsors





Tournament Contacts

Gary Matherne
2020 Pensacola International Billfish
Tournament Chairman
Phone: (850) 341-8823
Email: gary@ppsgulfcoast.com

Rebekah Woolwine
Pensacola International Billfish Tournament
Liaison
Phone: (850) 554-7165
Email: rebekah@rushingpropertiesgroup.com

Organizations We Support



The Billfish Foundation. The late Winthrop P. Rockefeller along with Dr. Eric Prince and a group of fifty founding members founded The Billfish Foundation (TBF) in 1986 with a mission of conserving billfish worldwide. TBF’s keystone program, the traditional tagging program, was begun in 1990. Today, it has grown to be the largest international billfish tagging program in the world. TBF’s initial focus was on research and educational programs. In 1990, TBF’s focus was expanded to include advocacy for responsible fisheries management, recognizing that influencing decision makers with sound science was a crucial step in successful billfish conservation.

University of Southern Mississippi Gulf Coast Research Laboratory. The Gulf Coast Research Laboratory (GCRL) is a marine/ coastal research and education enterprise sited in Ocean Springs, Mississippi and is a unit of The University of Southern Mississippi’s College of Science and Technology. GCRL has a workforce of 200 faculty, researchers, graduate students and support staff. Research at GCRL is multidisciplinary and applications-oriented with a focus on sustainable coastal and marine resources, development of new marine technologies, and the education of future scientists and citizens. Education opportunities span graduate degree programs in coastal sciences, undergraduate field courses in marine biology and hands-on discovery programs for precollege students and teachers.



Coastal Conservation Association Florida. Coastal Conservation Association (CCA) is a non-profit organization with 17 coastal state chapters spanning the Gulf of Mexico, the Atlantic seaboard, and the Pacific



Northwest. CCA’s purpose is to advise and educate the public on conservation of marine resources; and its objective is to conserve, promote, and enhance the present and future availability of those coastal resources for the benefit and enjoyment of the general public. The CCA network is engaged in hundreds of local, state, and national projects that initiate scientific studies; fund marine-science scholarships; build artificial reefs; create finfish hatcheries; initiate hydrologic and contaminant studies; monitor freshwater inflows; support local marine law enforcement; and more.



Event and Schedule Information

Pensacola Big Game Fishing Club

Since its inception in 1970, the Pensacola Big Game Fishing Club has been the host to the country's largest billfish tournaments. The first gathering, launched in 1971 as a club affair, involved only a handful of boats and anglers. Rapidly the attraction developed a reputation as the premier fishing tradition and turned a three-day Bluewater Gulf of Mexico fishing competition into the sporting event of the year, luring a record number of anglers and boats



from across the nation. The Pensacola International Billfish Tournament, celebrated every 4th of July weekend in historic Pensacola, is the second leg of the Club Cup. Two additional events, the Pensacola Junior Angler Tournament and Pensacola Ladies Billfish Tournament, both hosted at the WCI Lost Key Marina Yacht Club, compliment the trio of tournaments organized by our the Pensacola Big Game Fishing Club.

The annual competitions are filled with the best in fishing, sizable crowds and memorable award celebrations of cash and prizes. The objectives and purpose of the Pensacola Big Game Fishing Club touches a personal side by meeting the following goals set forth by the organization:

- To stimulate and encourage the sport of big game fishing in northwest Florida coastal waters and more particularly, in those waters near and offshore of Pensacola, Florida.
- To demonstrate the recreational facilities and the abundance of big game fish off and near the coast of Pensacola, Florida and to advertise, publicize and promote Pensacola as a recreational attraction and as a big game fishing area.
- To encourage and promote the conservation and study of game fishes; to assist and cooperate with other members, clubs and scientific foundations in the collection and dissemination of available data and information.
- To encourage and promote the sport of big game fishing as a recreation and as a source of scientific data.
- To maintain the ethics of the sport by adhering to the rules of the I.G.F.A.

The members of the Pensacola Big Game Fishing Club thank all of those who have helped to make our series of tournaments successful and look forward to the promising future of this Gulf tradition.



Pensacola Big Game Fishing Club

Tournaments Sponsorship / Advertising Opportunities

49th Annual Pensacola International Billfish Tournament

Since 1970, the International has become a tradition in historic Pensacola, held at the beautiful Pensacola Yacht Club. One of the legendary billfish tournaments of the Gulf of Mexico, over 22,000 anglers have participated in our tournament. The format of the International has changed through the years and looks to become the Gulf's preeminent catch and release billfish tournament. We promote catch and release of billfish through our point system that awards teams for releases unless it is a truly large blue marlin (700+ lbs). Other pelagic species brought to the scales are tuna, dolphin, and wahoo. In 2018, the International had 74 boats and 310 anglers.



Notably the International is also the second leg of The Club Cup, a three tournament points series involving the International and Mobile Big Game Fishing Club's Memorial and Labor Day Tournaments. No entry is required but participating teams must fish the International and at least one of the Mobile Big Game Fishing Club tournaments. The top boat in the Club Cup standings at the conclusion of the three tournament series is awarded the Club Cup, cash, prizes, and the bragging rights as one of the top boats in the Gulf of Mexico.

- Wednesday June 24, 2020 6:00 – 9:30pm Captain's Meeting, Registration and Jackpot Entry
- Thursday June 25, 2020 12:01pm – Teams may depart and lines in. A flare start will be conducted at Pensacola Pass.
- Friday June 26, 2020 Scales open
- Saturday June 27, 2020 Scales open, last day of fishing.
- Sunday June 28, 2020 10:00am – Noon Awards Brunch

40th Annual Pensacola Ladies Billfish Tournament



At the onset of the season, the Pensacola Big Game Fishing Club invites the ladies to fish the Pensacola Ladies Billfish Tournament at WCI Lost Key Marina and Yacht Club in Pensacola, FL. This is a one day tournament with the captains meeting Friday night, scales open Saturday night, and the awards ceremony as soon as scales close. Typically, we average 15 boats and approximately 60 Lady Anglers.

- Friday May 8, 2020 Registration and Captain's Meeting. Boats may leave after the Captain's Meeting.
- Saturday May 9, 2020 Scales open, Awards will occur after the close of scales.



Pensacola Big Game Fishing Club

Tournaments Sponsorship / Advertising Opportunities

32nd Annual Pensacola Junior Angler Tournament

It has become an annual tradition that the Pensacola Big Game Fishing Club holds their Junior Anglers Tournament the Saturday before Father's Day. This tournament kicks off with a captains meeting and dinner Friday evening at WCI Lost Key Marina and Yacht Club with scales at the same venue Saturday evening. The awards ceremony is held as soon as the scales close and the Pensacola Big Game Club ensures all our junior anglers in the tournament receive an award or prize. As a club, we are proud of this event promotes our sport to the next generation and in over the last few years we have had record turnouts averaging 60 – 70 junior anglers. We look forward to growing this on an annual basis to make this the premier junior's tournament in the Gulf.

- Friday June 12, 2020 Registration and Captain's Meeting. Boats may leave after the Captain's Meeting.
- Saturday June 13, 2020 Scales open, awards will occur after the close of scales.

Live Scoring - CatchStat.com

The Pensacola Big Game Fishing Club is proud to have our live scoring system online at CatchStat.com. This system allows for participants and spectators to monitor both the tournament and cash awards real time through the event.

Tournament Coverage

Television and Radio Media

The International is covered in the Northwest Florida and South Alabama area by a host of television and radio outlets including: ABC affiliate WEAR 3; Cat Country 98.7; ESPN Radio.



Editorial / Print Coverage

The Pensacola International receives coverage in many editorial and print forms. In addition, the Pensacola Big Game Fishing Club prints over 2,000 copies of our Tournament Book, which is distributed throughout Northwest Florida and South Alabama. The following is a list of our typical outlets:

- *Pensacola News Journal*
- *USA Today*
- *Gulf Breeze News*
- *NWF Daily News*
- *Splash!* (Pensacola Beach Magazine)
- *In The Bite*
- *Marlin Magazine*
- Mailings to past participants
- *Billfish* (The Billfish Foundation magazine)
- *Fishing Tournaments* (Gulf Coast)
- *Pensacola Big Game Fishing Club Tournaments Guide*
- *Pensacola Big Game Fishing Club Tournaments Sponsorship / Advertising Opportunities*

Pensacola Big Game Fishing Club

Tournaments Sponsorship / Advertising Opportunities

Social Media and Internet Coverage

Our tournaments receive coverage year round via the Pensacola Big Game Fishing Club's website <http://www.pbgfc.com/>. In addition, the Pensacola Big Game Club provides coverage of our Tournaments to our over 6,400 followers on Facebook and our over 1,400 followers on Instagram. The Pensacola International is provided national and international coverage via several online websites covering sportfishing including:

- www.pbgfc.com
- Facebook <https://www.facebook.com/Pensacola-Big-Game-Fishing-Club-PBGFC-296049298553/>
- Online live scoring at <http://pbgfc15.catchstat.com/>
- <http://www.billfish.org/> (The Billfish Foundation)
- <http://www.inthebite.com/>
- <http://www.marlinmag.com/>
- <http://www.hiltonsoffshore.com>
- <http://www.weartv.com/> (ABC affiliate WEAR 3)
- <http://www.pnj.com/> (Pensacola News Journal)
- <https://www.usatoday.com/> (USA Today)
- <http://www.gulfbreezenews.com/> (Gulf Breeze News)
- <http://www.nwfdailynews.com/> (NWF Daily News)
- <http://www.catcountry987.com/> (Cat Country 98.7)



Sponsorship Accommodations

Tournament Award Sponsor

This sponsorship allows the Tournament Award to be named after the Tournament Award Sponsor, upon availability. Price for this sponsorship is upon request and additional accommodations with this sponsorship are comparable to the Platinum, Gold, and Silver Sponsorships.

Platinum Sponsor \$5,000

The Platinum Sponsorship includes the following accommodations:

- Sponsor a Major Fish Category as Main Sponsor (see Tournament Award Sponsor)
- Premium exposure as a major contributing sponsor of our three Tournaments
- Full page color ad in our official Tournament Book
- Exclusive banner space at all tournament events (banner to be provided by sponsor)
- Your name on the Sponsor's page and on the Tournament weigh-in board
- Reserved seating at Captain's Banquet and Award's Brunch for six
- Six Official International Tournament t-shirts
- Vendor Space for advertising or merchandise at all 2020 Tournament events



Pensacola Big Game Fishing Club

Tournaments Sponsorship / Advertising Opportunities

- Tournament logo print
- Name on Banner Ads at all Events
- Recognized as Major Sponsor at All Events
- Six Tickets to the VIP Area at the Pensacola International Saturday Scales
- Ten sponsor social media posts to Pensacola Big Game Fishing Club social media pages
- Sponsor may provide a hi-resolution video file / advertisement for use by the Pensacola Big Game Fishing Club in a variety of ways such as social media posting or a color video board (if available) at the Tournament Events.

Gold Sponsor \$2,500

The Gold Sponsorship includes the following accommodations:

- Possibility of Major Category Sponsor
- Exposure as contributing sponsor of our three tournaments
- Full page color ad in our official Tournament Book
- Your name on the Sponsor's page and on the Tournament weigh-in board
- Reserved seating at Captain's Banquet and Award's Brunch for four
- Four Official International Tournament t-shirts
- Tournament logo print
- Name on Banner Ads at all Events
- Four Tickets to the VIP Area at the Pensacola International Saturday Scales
- Ten sponsor social media posts to Pensacola Big Game Fishing Club social media pages
- Sponsor may provide a hi-resolution video file / advertisement for use by the Pensacola Big Game Fishing Club in a variety of ways such as social media posting or a color video board (if available) at the Tournament Events.

Silver Sponsor \$1,500

The Silver Sponsorship includes the following accommodations:

- Exposure as contributing sponsor of our three tournaments
- Half page ad in our official tournament magazine
- Invitation for two for the Captain's Banquet and Award's Brunch
- Two Official International tournament t-shirts
- Tournament logo print
- Name on Banner Ads at All Events
- Two Tickets to the VIP Area at the Pensacola International Saturday Scales
- Ten sponsor social media posts to Pensacola Big Game Fishing Club social media pages
- Sponsor may provide a hi-resolution video file / advertisement for use by the Pensacola Big Game Fishing Club in a variety of ways such as social media posting or a color video board (if available) at the Tournament Events.



Tournament Book Advertising

The Pensacola Big Game Fishing Club prints 2,000 copies of our Tournament Book annually for distribution throughout Northwest Florida and South Alabama. The Tournament Book is also provided digitally on at the Pensacola Big Game Fishing Club website. Advertising in our Tournament Book is available at the pricing below. The business wishing to advertise must provide a digital advertisement for inclusion in our Tournament Book. The deadline to for these advertisement opportunity is April 1, 2020.

- Full Page - \$800
- Half Page - \$450
- Quarter Page - \$225
- Eighth Page - \$150
- Business Card - \$75



Others Promotional/Advertising Opportunities

- Merchandise for team bags – provided by vendor
- Promotional items for team bags - \$250.00 plus promotional item provided by vendor
- Two Page Ad in the Tournament Book - \$1,500.00
- Vendor Space (upon availability) at the Scales - \$300.00 and includes Banner Ad
- Vendor Space (upon availability) at the Captain's Meeting, Awards Brunch, and Scales - \$500.00 and includes Banner Ad