



## 2024 SPONSORSHIP OPPORTUNITIES

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Founded in 1966, the UM Sports Hall of Fame & Museum is nestled on main campus in beautiful Coral Gables. It is an independent Non-Profit 501c3 organization whose mission is to honor those student-athletes, coaches and administrators who have contributed the most to Hurricane Athletics over the years, as well as educating the public about the rich athletic history and traditions at the University of Miami.

Your Tax-Deductible Sponsorship of our Celebrity Fishing Tournament in Islamorada, FL will help showcase our Hall of Famers' outstanding achievements.

The Florida Keys  
**Islamorada**

# UM SPORTS HALL OF FAME & MUSEUM CELEBRITY FISHING TOURNAMENT



**Date:** June 20-22, 2024

**Location:** Postcard Inn, Islamorada, FL

**Website:** [canesfish.com](http://canesfish.com)

[RECAP VIDEO LINK 1](#)

[RECAP VIDEO LINK 2](#)

## FISH WITH CANES GREATS

This tournament has become one of the Sports Hall of Fame' & Museum's most anticipated events of the year, offering participants, sponsors and the general public an exciting weekend of great parties, dozens of celebrities, auctions, prizes and more. UM Sports Hall of Famer, Radio Personality and football great, Brett Romberg will host the 2024 Celebrity Fishing Tournament in beautiful Islamorada!

Mark your calendars and join the growing list of incredible sponsors that make this event so unique and one that benefits the UM Sports Hall Of Fame & Museum & the Ari Arteaga Foundation, founded by Hall of Famer and Head Baseball Coach JD Arteaga and family.



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# 2024 UMSHOF&M CELEBRITY FISHING TOURNAMENT



## **SCHEDULE:**

### **Thursday, June 20<sup>th</sup>**

@OCEAN VIEW INN & SPORTS PUB, ISLAMORADA

- 7-9pm VIP Welcome Party & Reception for Celebrities, Tournament Anglers & Guests

### **Friday, June 21<sup>st</sup>**

@ CELEBRATION BEACH, POSTCARD INN, ISLAMORADA

- 10am-2pm Family Fun Day Open to All
- 5pm-10pm, Kickoff Party, Captain's Meeting & Dinner

### **Saturday, June 22<sup>nd</sup>**

@ POSTCARD INN RESORT & MARINA, ISLAMORADA

- 7:30 am LINES IN for Celebrity Fishing Tournament
- 2:00-5:30 pm Dock Party, Official Weigh-In @ Marina
- 7pm-10pm, Awards Dinner & Party @ Celebration Beach



# PRESENTING SPONSOR

## BENEFITS:



- **Increased brand awareness:** As our Presenting Sponsor, your brand will be prominently displayed across all PR, marketing, social media and promotions as well as on-site at the VIP Welcome Reception at Ocean View Inn & Sports Pub, the Kickoff Party/Captain's Meeting & the Awards Party at the Postcard Inn Resort & Marina, increasing awareness among all attendees.
- **Enhanced reputation:** By associating your brand with The U, The UM Sports Hall of Fame & Museum and our highly anticipated event, you can enhance your reputation and position your company as a leader in the industry.
- **Networking opportunities:** Sponsoring our event provides an opportunity to network with other like-minded companies and industry leaders, which can lead to new business opportunities.
- **Customer engagement:** Connect with some of the area's most sought-after anglers, boat owners, tournament crews and Canes fans alike (Alumni and Top Donors) in a meaningful and relevant way.
- **Employee morale:** Boost Morale among employees by fusing your brand with the UM Sports Hall of Fame & Museum and Canes Greats.

**\$25,000**



# VIP WELCOME RECEPTION SPONSOR

## @Ocean View Inn & Sports Pub

7-9pm Thursday, June 20<sup>th</sup>



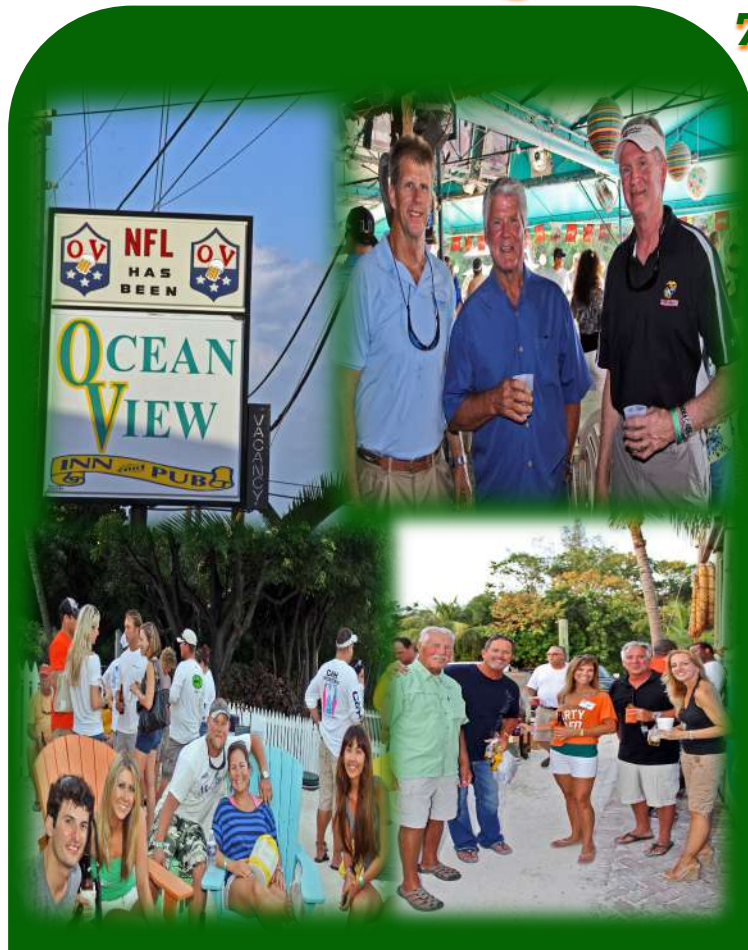
### BENEFITS:

- **Increased brand visibility:** Your brand will be prominently displayed which can help increase awareness among attendees and the wider public.
- **Enhanced reputation:** By associating your brand with a luxurious and exclusive experience, you can enhance your reputation and position your company as a leader in your industry.
- **Networking opportunities:** Opportunity to network with VIPs and other industry leaders, which can lead to new business opportunities.
- **Customer engagement:** Connect with your target audience and create a more meaningful relationship with them by giving them an experience they will remember.
- **Touch point:** Directly engage with your target audience. Roll out new promotional materials, garner consumer feedback, and stay top of mind in a positive light.

**\$5,000**



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# KICKOFF PARTY/CAPTAIN'S MEETING SPONSOR



**@ POSTCARD INN BEACH  
5PM-10PM, FRIDAY, JUNE 21<sup>ST</sup>**

Much like UM and the Sports Hall of Fame & Museum, our tournament team members go above and beyond to create awesome, engaging attendee experiences throughout the evening at our Kickoff Party & Captain's Meeting event.

Our Kickoff Party & Captain's Meeting presents a more elevated, yet intimate meet and greet experience with Canes greats, coaches, other anglers and sponsors.

Exploit all the benefits this sponsorship can lend your brand with attention-grabbing promotional opportunities that will drive engagement, sell-thru, data-capture and more!

**\$10,000**



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# FAMILY FUN DAY SPONSOR @ POSTCARD INN BEACH 10AM-1PM, FRIDAY, JUNE 21<sup>ST</sup>



## BENEFITS:

- **Increased brand visibility:** Your brand will be prominently displayed throughout the event, which can help increase awareness among attendees and the wider public.
- **Enhanced reputation:** By associating your brand with a luxurious and exclusive experience, you can enhance your reputation and position your company as a leader in your industry.
- **Networking opportunities:** Being a supporting sponsor provides an opportunity to network with VIPs and other industry leaders, which can lead to new business opportunities.
- **Customer engagement:** Directly connect with your target audience and create a more meaningful relationship with them.
- **Touch point:** This is a great way to roll out new promotional materials, garner consumer feedback, and generate sell-thru, both via e-comm and on-site.

**\$3,000**







# AWARDS PARTY SPONSOR

## @ POSTCARD INN BEACH 7PM-10PM, SATURDAY, JUNE 21<sup>ST</sup>



### BENEFITS:

- **Increased brand visibility:** Your brand will be prominently displayed throughout the event, which can help increase awareness among attendees and the wider public.
- **Enhanced reputation:** By associating your brand with a luxurious and exclusive experience, you can enhance your reputation and position your company as a leader in your industry.
- **Networking opportunities:** Being a supporting sponsor provides an opportunity to network with VIPs and other industry leaders, which can lead to new business opportunities.
- **Customer engagement:** Directly connect with your target audience and create a more meaningful relationship with them.
- **Touch point:** This is a great way to roll out new promotional materials, garner consumer feedback, and generate sell-thru, both via e-comm and on-site.

**\$10,000**



# AUTO SPONSOR



## BENEFITS:

- **Increased brand visibility:** Your brand will be prominently displayed which can help increase awareness among attendees and the wider public.
- **Enhanced reputation:** By associating your brand with a luxurious and exclusive experience, you can enhance your reputation and position your company as a leader in your industry.
- **Networking opportunities:** Opportunity to network with VIPs and other industry leaders, which can lead to new business opportunities.
- **Customer engagement:** Connect with your target audience and create a more meaningful relationship with them by giving them an experience they will remember.
- **Touch point:** Directly engage with your target audience. Roll out new promotional materials, garner consumer feedback, and stay top of mind in a positive light.

**\$5,000**



# SHIRT/HAT/NECK GAITER SPONSOR



## BENEFITS:

- **Increased brand awareness:** By participating in a large event, you have the opportunity to introduce your brand to a new audience, which can help to increase awareness of your products or services.
- **Networking opportunities:** Large events often attract industry professionals, giving you the opportunity to network and build relationships with potential customers, partners, and vendors.
- **Customer feedback:** By interacting with customers in person, you can gain valuable insights into how they perceive your product, what they like and dislike, and how you can improve your offering.
- **Industry recognition:** Participating in a large event can also help to establish your brand as a leader in your industry, which can lead to increased credibility and recognition.
- **Media exposure:** Large events often attract media attention, which can provide additional exposure for your brand and potentially lead to increased sales.

**\$5,000 Shirt Sleeve/\$3,000 Shirt, Hat or Gaiter**



# BRANDED MATERIALS SPONSOR & VENDOR

*Your Branded Cups, Koozies, Towels, etc. in the Tournament Buckets*

## BENEFITS:

- **Increased product exposure:** By providing tangible items with your brand on them, you have an opportunity to showcase your product to a large number of people in a short period of time. This can lead to increased sales and a wider customer base.
- **Improved customer loyalty:** Providing a valuable service or product to event attendees can help improve their loyalty to your brand.
- **Increased customer satisfaction:** Offering samples of your product can help increase customer satisfaction by allowing them to try your product before they commit to purchasing it.
- **Improved brand image:** Your branded material at a large event can help improve your brand image by positioning your company as one that supports and is involved in high-profile events.

**\$2,000 Branded Materials / Vendor**



# PREMIUM

## MEDIA EXPOSURE

Recognition as Presenting Sponsor on all event collateral including:

Promotion as major Sponsor on ALL Marketing Material

Name /Logo Event Landing Page, Registration Site, Event Posters, T-Shirts

Logo/Name on Email Blasts

Custom Social posts for Sponsor prior to the event

Tagged on a portion of Facebook, Twitter and/or Instagram posts

## ON-SITE OPPORTUNITIES

Category Exclusivity

Premium **10x20** Exhibition space day of event to build out custom activation

Premium **10x10** Exhibition space day of event to build out custom activation

Additional Signage at Event (to be provided by Sponsor)

## BENEFITS

Tickets to events

Tournament Angler Entries

Opportunity to purchase additional tickets at a discounted rate

Branded Materials in Tournament Buckets/Bags

**PRESENTING**  
**\$25,000**

**KICKOFF PARTY**  
**\$10,000**

**AWARDS PARTY**  
**\$10,000**

**VIP WELCOME**  
**RECEPTION**  
**\$5,000**



**NAME & LOGO**



**12**

**6**



**NAME**



**6**

**4**



**NAME**



**6**

**4**



**NAME**



**4**

**2**



# SPONSORSHIPS

## MEDIA EXPOSURE

Logo/Name on T-Shirt &/or Hat

Logo on Event Landing Page & Social Media

Name/Logo inclusion on a portion of event posts/emails

## ON-SITE OPPORTUNITIES

10x10 Exhibition space day of event to build out custom activation for your brand

Opportunity to roll out new promotions and hand out informational material

Branded Materials in Tournament Buckets/Bags

## BENEFITS

Tickets to events

**AUTO**  
\$5,000

**FAMILY FUN**  
**DAY**  
\$3,000

**SHIRT/HAT**  
**GAITER**  
\$3,000-\$5,000

**BRANDED**  
**MATERIALS &**  
**VENDORS**  
\$2,000



4



2



2



2



# The Florida Keys Islamorada

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## QUESTIONS? CONTACT US!

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