



2025 SPONSORSHIP OPPORTUNITIES

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Founded in 1966, the UM Sports Hall of Fame & Museum is located on the main campus in beautiful Coral Gables. As an independent 501(c)(3) non-profit organization, our mission is to honor the student-athletes, coaches, and administrators who have significantly contributed to Hurricane Athletics while educating the public about the rich history and traditions of University of Miami sports.

Your **Tax-Deductible Sponsorship** of our Fan Fest & Celebrity Fishing Tournament in Islamorada will help showcase the outstanding achievements of our Hall of Famers and support the preservation of their legacy.

The Florida Keys
Islamorada

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UM SPORTS HALL OF FAME & MUSEUM FAN FEST & CELEBRITY FISHING TOURNAMENT

Date: June 19-21, 2025

Location: Three Waters Resort & Marina
Islamorada, FL

FISH WITH CANES GREATS

Experience an unforgettable weekend with celebrity appearances, lively parties, exciting auctions, and fantastic prizes.

Join as a Sponsor to showcase your Brand while supporting the UM Sports Hall of Fame & Museum and the Upper Keys Foundation.

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SCHEDULE:

Thursday, June 19th

@THE OCEANVIEW INN & SPORTS PUB, ISLAMORADA

- 6-9pm Welcome Party & Reception for Celebrities, Tournament Anglers & Guests

Friday, June 20th

@ CELEBRATION BEACH, THREE WATERS RESORT, ISLAMORADA

- 4-9pm, Kickoff Party, Captain's Meeting & Dinner
- 9pm-12am, VIP After Party @ THE OV INN & SPORTS PUB

Saturday, June 21st

@ THREE WATERS RESORT & MARINA, ISLAMORADA

- 7:30am LINES IN for Celebrity Fishing Tournament
- 10am-2pm Family Fun Day Open to All
- 2:30-5:00pm Dock Party, Official Weigh-In @ Marina
- 6-9pm, Awards Dinner & Party @ Celebration Beach

PRESENTING SPONSOR

BENEFITS:

- **Category Exclusivity:** Your brand named as the exclusive Presenting Sponsor, and featured prominently on all event materials, promotions, and signage. On-site exposure includes the VIP Welcome Reception at Ocean View Inn & Sports Pub, the Kickoff Party/Captain's Meeting, the Weigh-In Dock Party, & the Awards Party at Three Waters Resort & Marina—maximizing awareness among attendees.
- **Unmatched Visibility:** Amplify your Brand's reach through custom social media posts, our website and on-site banners, posters, t-shirts, SWAG buckets as well as your exclusive onsite activation with 10'x20' exhibit spaces.
- **Targeted Customer Engagement:** Engage directly with top anglers, boat owners, tournament crews, Canes Fans, alumni and key donors in a meaningful and memorable way.
- **Prestige Through Partnership:** Position your company as a key supporter of this exclusive event, aligning with the prestige of legendary Canes Athletes and UM Sports Hall of Fame & Museum

\$25,000



KICKOFF PARTY/CAPTAIN'S MEETING SPONSOR

@ THREE WATERS RESORT, 4-9PM FRIDAY, JUNE 20TH



BENEFITS:

- **High-Visibility Branding:** Showcase your Brand at the most attended event of the tournament in front and center for every guest. Amplify your reach with social media posts, capturing your brand in action, website presence, swag buckets, signage, event materials, and premium 10'x10' exhibit space to build your custom activation, ensuring extended visibility beyond the event.
- **Immersive Audience Engagement:** Our Kickoff Party & Captain's Meeting presents a more elevated, yet intimate meet and greet experience with Canes greats, coaches, other anglers, and sponsors.
- **Multi-Channel Promotion:** 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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AWARDS PARTY SPONSOR

@ THREE WATERS RESORT, 6-9PM SATURDAY, JUNE 21ST



BENEFITS:

- **Direct Audience Engagement:** This high-impact sponsorship aligns your brand with a prestigious celebration that attendees will remember long after the event.
- **Digital Amplification:** Custom social posts and tagged mentions on Facebook, Twitter, and Instagram ensure extended visibility to a wide audience.
- **Touchpoint:** 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.
- **High Impact Branding:** Brand featured across event materials, including signage, T-shirts, posters, SWAG buckets, and on the event and registration websites.

\$10,000



FAN FEST CELEBRITY WELCOME PARTY

@OCEAN VIEW INN & SPORTS PUB 6-9PM THURSDAY, JUNE 19TH



BENEFITS:

- **Unforgettable First Impression:** Be front and center at the kickoff to an exciting 3-day event, showcasing your brand at a casual, star-studded celebration in a vibrant Florida Keys setting.
- **Elite Networking Opportunities:** Mingle with VIPs, celebrities, and influential attendees in a relaxed environment, building meaningful relationships and potential business opportunities.
- **Prestige Through Association:** Align your company with the University of Miami Sports Hall of Fame and its rich legacy, boosting your reputation and brand credibility.
- **Amplified Reach:** Benefit from digital and social media exposure featuring highlights from the event, ensuring your brand is part of the buzz beyond Islamorada and the Florida Keys.

\$5,000



WEIGH-IN PARTY SPONSOR

@ THREE WATERS MARINA, 2:30-5PM, SATURDAY, JUNE 21ST



BENEFITS:

- **Prime Brand Exposure:** Feature your brand at the fishing tournament's exciting conclusion, with visibility on weigh-in signage, leaderboards, and event promotions.
- **High-Energy Networking:** Engage with participants, VIPs, and spectators in a lively, celebratory atmosphere, creating valuable connections.
- **Memorable Brand Association:** Align your company with one of the most thrilling moments of the event, where excitement peaks and winners are crowned.
- **Interactive Opportunities:** Host branded giveaways or sampling stations, connecting directly with attendees as they celebrate the day's achievements.
- **Enhanced Visibility Across Media:** Benefit from event coverage, including photos and videos of the weigh-in shared on social media and promotional materials.

\$5,000



AUTO / BOAT SPONSOR

BENEFITS:

- **Increased brand visibility:** Prominently display your Brand on event websites, posters, T-shirts, buckets, and banners, capturing the attention of attendees and the wider public.
- **Digital and Social Reach:** Gain exposure through custom social posts and tagged mentions, amplifying your brand's presence across multiple platforms.
- **Enhanced Brand Reputation:** Position your company as a key supporter of a premier event, boosting credibility and aligning with the excitement of the tournament.
- **Customer Engagement:** This sponsorship provides exceptional opportunities to connect with attendees and elevate your brand.

\$5,000



LIQUOR SPONSOR

BENEFITS:

- **Exclusive Brand Visibility:** Your logo featured on event websites, posters, T-shirts, buckets, and banners for maximum exposure to attendees.
- **Digital Promotion:** Gain recognition through custom social posts, tagged mentions, and email blasts reaching a broad audience.
- **Onsite Engagement:** Showcase your brand at a premium 10x10 exhibition space with opportunities to activate branded experiences.
- **Direct Audience Interaction:** Include your branded materials and samples in tournament buckets, ensuring your product reaches every participant.
- **Event Access and Networking:** Tickets to Friday and Saturday events provide the perfect platform to connect with VIPs, sponsors, and attendees.

\$5,000



CELEBRITY FISHING TRIP SPONSOR



BENEFITS:

- **Exclusive Celebrity Experience:** Fish alongside a University of Miami legend on your charter, creating unforgettable memories for your team.
- **High-Visibility Branding:** Your banner displayed at the event, plus branded materials included in tournament buckets for direct audience interaction.
- **VIP Access:** Tickets to Thursday's dinner and Friday and Saturday events, offering opportunities to network with attendees and VIPs.
- **Personal Connections:** Enjoy a meet-and-greet with celebrities, including autographs and photo opportunities.
- **Digital Promotion:** Gain recognition through tagged posts on Facebook, X, and Instagram, amplifying your brand's reach.

\$5,000



FAMILY FUN DAY SPONSOR

10AM-2PM, SATURDAY, JUNE 21ST

BENEFITS:

- **Standout Brand Exposure:** Your brand will be prominently displayed throughout the event, which can help increase awareness among attendees and the wider public.
- **Connection with Families:** Sponsor a day of beachside fun and marine-themed activities, creating memorable experiences for families while associating your brand with joy and togetherness.
- **Networking opportunities:** Being a supporting sponsor allows networking 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.

\$3,000

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SHIRT BACK/HAT/NECK GAITER SPONSOR



- **Prominent Apparel Branding:** Your logo featured on highly visible tournament apparel worn by attendees, ensuring ongoing exposure even after the event.
- **Digital and Social Media Recognition:** Gain visibility through custom social posts and tagged mentions on Facebook, Twitter, and Instagram.
- **Exclusive Brand Placement:** Your logo displayed on event websites, posters, T-shirts, and buckets, reinforcing your sponsorship across multiple touchpoints.
- **Direct Audience Engagement:** Include branded materials in tournament buckets, ensuring hands-on interaction with participants.
- **Extended Reach and Awareness:** Align your brand with the tournament's prestigious image, boosting recognition among attendees and the broader audience.

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

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BRANDED MATERIALS SPONSOR & VENDOR

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

BENEFITS:

- **Enhanced Product Visibility:** Display and sell your goods to a targeted, engaged audience while placing branded items like cups, koozies, or towels directly in tournament buckets for long-lasting exposure.
- **Memorable Brand Impressions:** Offer practical, high-quality items that attendees will use during and after the event, keeping your brand top of mind.
- **Direct Customer Engagement:** Interact with attendees through samples, product demonstrations, and personal connections at your vendor booth.
- **Prestigious Brand Alignment:** Position your company as a supporter of a high-profile event, enhancing your brand image and credibility.

\$2,000 Branded Materials / Vendor



CELEBRITY SPONSOR

BENEFITS:

- **Exclusive Brand Exposure:** Gain visibility with custom social posts and your provided banner(s) displayed prominently at event locations.
- **Celebrity Meet-and-Greet:** Enjoy personal interactions with a University of Miami sports legend, including autograph opportunities.
- **Access to Premier Events:** Receive tickets to Friday and Saturday's exciting festivities, connecting with VIPs and attendees.
- **Tangible Brand Presence:** Include your branded materials in tournament buckets, ensuring direct engagement with participants.
- **Prestigious Association:** Align your brand with celebrated athletes and the tournament's legacy, boosting your reputation.

\$1,000



TOP-TIER

MEDIA EXPOSURE

Category EXCLUSIVITY - Named on All Material as Presenting Sponsor

Promotion as major Sponsor on ALL Marketing Material

Name /Logo Event Web Site, Registration Site, Event Posters, T-Shirts, Buckets

Logo/Name on Email Blasts

Custom Social Posts prior to the event

Tagged on a portion of Facebook, X 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: Thursday/Fri-Sat

Tournament Angler Entries

Opportunity to purchase additional tickets at a discounted rate

Branded Materials in Tournament Buckets/Bags

Meet and Greet Celebrity with opportunity to get autographs

PRESENTING
\$25,000

KICKOFF PARTY
\$10,000

AWARDS PARTY
\$10,000

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



NAME & LOGO



2/8

6



NAME & LOGO



2/4

4



NAME & LOGO



2/4

4



NAME & LOGO



2/2

2



PREMIUM

MEDIA EXPOSURE

Name /Logo Event Web Site, Registration Site, Event Posters, T-Shirts, Buckets

Logo/Name on a portion of Email Blasts

Custom Social Posts before the event

Tagged on a portion of Facebook, X and/or Instagram posts (1-2K followers)

Logo/Name on Tournament Buckets/Bags

ON-SITE OPPORTUNITIES

Premium **10x10** Exhibition space Fri & Sat for build-out of custom activation

Additional Signage at Event (to be provided by the Sponsor)

BENEFITS

Tickets to events on Friday and Saturday

Tournament Angler Entries

Branded Materials and Samples in Tournament Buckets/Bags

**WEIGH-IN
DOCK PARTY
\$5,000**

**AUTO/BOAT
\$5,000**

**LIQUOR
\$5,000**

**SHIRT SLEEVE
LOGO
\$5,000**



NAME & LOGO

NAME & LOGO

NAME & LOGO

NAME & LOGO



3

3

2

2

2

2



SELECT

	CELEBRITY FISHING TRIP \$5,000	FAMILY FUN DAY \$3,000	SHIRT BACK / HAT/GAITER \$3,000	BRANDED MATERIALS & VENDORS \$2,000	CELEBRITY SPONSOR \$1,000
Custom Social Posts before the event		✓	✓	✓	✓
Name/Logo on Event Web Site, Registration Site, Event Posters, and T-shirts		✓	✓		
Tagged on a portion of FB, X and/or Instagram Posts	✓				
10x10 Exhibition space day of event to build out custom activation for your brand				✓	
Signage at Event provided by Sponsor	✓	✓	✓	✓	✓
Branded Materials in Tournament Buckets/Bags	✓	✓	✓	✓	✓
Tournament Angler Entries	2				
Charter for Tournament with Celebrities on your team	✓				
Meet and Greet Celebrity-Autographs Opportunity	✓				✓
Tickets to Thu/ Fri-Sat events	2/2	0/2	0/2	0/2	0/1



The Florida Keys Islamorada

The Hall of Fame Committee of UM Inc. is an organization exempt under IRC Section 501(c)(3) a Florida Non-For-Profit Corporation. Donations may be deducted under IRC Section 170. *A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE.*

QUESTIONS? CONTACT US!

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