

Sponsorship Opportunities

Venice Gulf to Bay Classic

Fishing Tournament

Benefiting the

South County Family YMCA Children's Scholarship Program

April 30 – May 1, 2010



Tournament Committee

Captain E. Taylor MacPherson

Captain Mark Gauthier

Captain John Jernigan

Captain Randy Yoder

Stephanie Deiter

Mike Watson

Pat Ryan

Captain Kevin M. Deiter – Chairman

(941) 234-2041

Kevin@feedingfrenzysac.com

Tournament Overview

The Venice Gulf to Bay Classic is a community oriented fishing tournament commencing April 30th and May 1st, 2010. The intent of the tournament is to unite anglers in a competition based fishing format, providing awards, entertainment, marine conservation awareness, and to promote community based partnerships. The target market for this event includes offshore fisherman that pursue grouper, snapper and other offshore species as well as inshore fisherman searching out fish such as snook, trout and redfish. The overall goal of the tournament is to augment contributions and raise funds for the South County Family YMCA *Children's Scholarship Program*.

The Tournament events will be held upon the grounds of the cornerstone of the boating industry in the Venice Community, *Marine Max*, located at 1485 South Tamiami Trail, next to the "Circus Bridge".

- **Profits generated during this fishing tournament are dedicated to providing scholarships and expanding programming and services for children and families in our community.**

The South County Family YMCA of Venice is the **largest child care provider** in South Sarasota County, caring for more than 600 children daily between the ages of 6 weeks and 13 years old. A significant number of these children come from low-income families, and without financial assistance from our YMCA, would not have the opportunities they deserve. To serve our mission, we need your help. Last year, the South County Family YMCA provided \$623,106 in scholarship assistance and free services to local families and organizations.

Please show your support of the YMCA and children and families in our community by **donating valuable merchandise or gift certificates or by participating as a sponsor for the Venice Gulf to Bay Classic Fishing Tournament**. Information on sponsorship levels, advertising, underwriting, and in-kind donation opportunities is enclosed. We sincerely hope you will consider being a part of this worthy cause. **The YMCA is a 501(c) 3 nonprofit organization.**

Completed forms can be returned to:

The South County Family YMCA G2B Classic

Attention: Stephanie Deiter

701 Center Road

Venice, FL 34285

Sponsorship Benefits

In addition to the incredible opportunities this event creates for the YMCA, the tournament serves to encourage community partnerships and cooperation between you the business owners as well as the consumers you provide services to on a daily basis. There is a long list of extraordinary benefits to be had by becoming a supporter of this worthwhile cause, here are some of the more notable.

The Venice Gulf to Bay Classic Directors are very passionate about this event and what it means not only to the YMCA Children's Scholarship Program, but also our community as a whole. The tournament's success is not only dependent upon their hard work and dedication, but also the support of our community through sponsorships and participation. Together, we can make this event a huge success, but also have a lot of fun in the process!

Editorial Coverage/Public Relations:

We secure media outreach to local, state and regional media through fishing and boating publications from February through June 2010.

Some of the Media companies we advertise with include (but are not limited to):

The Sarasota Herald Tribune, The Venice Gondolier, Coastal Angler Magazine, The Mariner, SNN Local News 6, Boat Trader Magazine and The Reel Saltwater Outdoors Radio Show on WENG 107.5, Englewood. We also participate in many online forums, in addition to visiting other local tournaments and boating/fishing shows to promote the tournament.

Internet Exposure:

In addition to the official tournament website (www.veniceg2b.com) where we provide year-round links to your company's website, the event is listed and covered on major sport fishing tournament event websites and community event calendars.

On-site Presence:

Your support as a sponsor is clearly evident during the event through banner placement, Multi Media exposure and product display booths. In addition, the event gives sponsors an opportunity to interact with existing and prospective clients in a relaxed, informal setting and introduce their products to hundreds of potential clients.

Sponsorship Levels

Tacit Sponsor

(Negotiated)

Presenting Sponsor

\$2,500

“The Venice Gulf to Bay Classic” Presented By Your Company

One Complimentary Offshore Division Entry **and** One complimentary Inshore entry.

Up to 4 corporate banners displayed around the marina, minimum of one behind the stage and one on the dock throughout entire event (provided by sponsor).

6 VIP access tickets to the viewing lounge for the weigh-in on Saturday.

6 VIP Dinner tickets and reserved table at awards dinner

5 Minutes to address anglers at the Captain’s Meeting.

Access to tournament participant mailing list.

4 Captain’s bags

Your logo on:

Front chest pocket and back of the official tournament shirt.

Printed tournament collateral including: Boat numbers, event posters and Venice G2B banners.

Homepage of website and sponsor page of website with hyper links from both.

All winning display checks.

All tournament advertisement.

Opportunity to address the audience at the tournament weigh-in (Saturday, May 1st).

Opportunity to provide Captain’s bag promotional items.

A display table at angler check-in/registrations to display, promote, give-away or sell product.

Opportunity to have a 10 x 10 vendor space on weigh-in day.

Recognition by MC or Tournament Director throughout the entire event.

Gold Sponsor

\$1,500

One (1) Complimentary Inshore **or** One (1) Offshore tournament entry.
2 corporate banners displayed throughout entire event (provided by sponsor).
4 VIP access tickets to the viewing lounge for the weigh-in on Saturday.
Access to tournament participant mailing list.
2 Captain's bags

Your logo on:

Sleeve of the tournament shirt.
Printed tournament collateral including: Boat numbers, event posters and Venice G2B banners.
Sponsor page of website with hyper link.
Offshore winning display checks.

Opportunity to provide Captain's bag promotional items.
Opportunity to have a 10 x 10 vendor space on weigh-in day.

Recognition by MC or Tournament Director throughout the entire event.

Offshore Division Sponsor

\$1,000

Also includes Offshore, Youth and Ladies Division
1 corporate banner displayed throughout entire event (provided by sponsor).
2 VIP access tickets to the weigh-in on Saturday.

Your logo on:

Back of the official tournament shirt.
Printed tournament collateral, event posters and Venice G2B banners.
Sponsor page of website with hyper link.
Groupers, Snapper and Wildcard winning display checks.

Opportunity to provide Captain's bag promotional items
Recognition by MC or Tournament Director throughout the entire event.

Inshore Division Sponsor

\$1,000

Includes Inshore, Youth and Ladies Divisions
1 corporate banner displayed throughout entire event (provided by sponsor).
2 VIP access tickets to the weigh-in on Saturday.

Your logo on:

Small logo back of the official tournament shirt.
Some printed tournament collateral including: event posters and Venice G2B banners.
Sponsor page of website with hyper link.
Inshore winning display checks.
Opportunity to provide Captain's bag promotional items
Recognition by MC or Tournament Director throughout the entire event.

Silver Sponsor

\$500.00

2 VIP access tickets the weigh-in on Saturday.

Your name or logo on:

Some printed tournament collateral including: boat number, event posters, and Venice G2B banners.
Sponsor page of website with hyper link.

Opportunity to provide Captain's bag promotional items.
Recognition by MC or Tournament Director throughout the entire event.

Captain's Meeting Sponsor

\$500

2 VIP access tickets the weigh-in on Saturday.

Your name or logo on:

Some printed tournament collateral including: boat number, event posters, and Venice G2B banners.
Sponsor page of website with hyper link.

Opportunity to provide Captain's bag promotional items.
Recognition by MC or Tournament Director throughout the entire event.

Hook Sponsor

\$250.00

1 VIP access tickets to the viewing lounge for the weigh-in on Saturday.

Your name or logo on:

Some printed tournament collateral including: boat number and Venice G2B banners.
Sponsor page of website and event program.

Opportunity to provide Captain's bag promotional items.

**Please note: Sponsorship Categories may not necessarily be exclusive*

Select a Sponsorship Level

- o Tacit Sponsor (negotiated)
- o Presenting Sponsor \$2,500
- o Gold Sponsor \$1,500
- o Offshore Division Sponsor \$1,000
- o Offshore Youth Division Sponsor \$1,000
- o Offshore Ladies Division Sponsor \$1,000
- o Inshore Division Sponsor \$1,000
- o Inshore Youth Division Sponsor \$1,000
- o Inshore Ladies Division Sponsor \$1,000
- o Silver Sponsor \$500.00
- o Hook Sponsor \$250.00
- o Captain's Meeting Sponsor \$500
- o I would like to donate the following item(s)

_____ Value: _____

This agreement, signed by a duly authorized representative of the company, must be received by the Venice Gulf to Bay Classic Committee, and will constitute a binding contract for the sponsorship amount indicated. Donations are due by April 16th, 2010. This agreement will become effective upon acceptance by the Venice Gulf to Bay Committee.

Signed and dated this _____ day of _____, 2010. Sponsorship Amount _____

How would you like your company listed: _____

Sponsorship Requested By (Signature)

Print

Marketing Contact Name:

Address: _____ City: _____

State: _____ Zip: _____

Phone: _____ E-Mail _____

Fax To: (941) 496-8028 Attention: Stephanie Deiter

Venice Gulf to Bay Classic

c/o Venice YMCA, 701 Center Road, Venice Florida, 34285

Tournament and Fishing Background

South Sarasota County is blessed with one of the most beautiful and safest passages to the Gulf of Mexico on the entire west coast of Florida, *The Venice Inlet*. Creating the southernmost point of Casey Key, the inlet was formerly known as “Casey’s Pass.” This area is very rich in fishing history, and the commercial and recreational fishery helped shape the area. The actual “North Jetty Fish Camp”, located at the base of the North Jetty, started its life as a Tampa streetcar in 1946. Over the years, it has transformed itself into its own community and the place to be when the sun is either rising or setting.

For many years, the largest and most popular fishing tournament in this area was held out of the Dona Bay Tiki Bar, just to the east of Venice Inlet. Anglers came from as far away as Tampa and St. Petersburg as well as Fort Myers to put their skills up against the local pros. Around town, this tournament was known as “*The Dona Bay Grouper Tournament*” and was held every May.

Over the years, the event grew in size and was the highlight on the Nokomis and Venice fishing communities. The tournament started out with basic rules such as a mandatory check-in at the mouth of the Venice Inlet and a 35 mile limit on fishing locations. This was implemented to allow a reasonably fair opportunity for even the average fisherman to have a shot at putting a winning grouper on the scales. A very well attended Captain’s meeting started the event off the night before and culminated with a rock band and party under a large tent.

The event however was forced to find a new host as the Tiki Bar and Marina were sold. That task proved too burdensome and the contest wallowed for a period of time.

Because of its popularity, many fisherman and community leaders campaigned for it go on, in any capacity. The challenge was finding the appropriate venue for such a large event. Proudly stepping in was The Venice Yacht Club, offering its waterfront facility as the backdrop and new tournament home. The tournament enjoyed continued success in its new setting, and participation reached record levels. New categories were added and included a junior and women’s division as well as categories for inshore enthusiasts that spiked registration entries. Because of the diversity of skill levels, a “Pro Angler” division was also established and the 35 mile limit rule was lifted for the *salts* that dared to venture out further into the deep blue.

The theme of the tournaments for the next two years took on a charitable tone. The Venice Yacht Club and tournament organizers felt strongly about giving back to the community and endeavored to seek out a worthwhile cause. As a result, the Florida Sheriff’s Youth Ranch was chosen as the recipient of the tournament proceeds and \$3,000 was raised the first year alone.

Unfortunately, the tournament only lasted another two years as event organizers were unable to continue with the laborious task of running such an event due to a variety of personal reasons.

As a result, the largest competitive fishing event in our locale perished. Our hometown has been without a fishing tournament for a number of years and fisherman have been seeking other venues to compete in, funneling monies and proceeds outside of our community.

The tournament concept however was only temporally stalled and due to strong community interest, has been resurrected for the year 2010. A competent steering committee was formed, made up of professionals within the marine industry, local fishing captains and business executives, all with the intent of shaping this exciting

family friendly event into a prosperous function benefiting the backbone of the Venice community and the families it serves.

Because of the overwhelming contributions the South County Family YMCA has made to our community in the form of child care and countless other services, their ***Children's Scholarship Program*** has been chosen as the tournament benefactor.