

# WANTED

SPONSORSHIP PARTNERSHIPS

FOR

THE BILLFISH FOUNDATION'S  
ANNUAL FUNDRAISING GALA



## TURN YOURSELF IN

Friday, November 1, 2024

NEW TIME! 6:30 p.m.

Marriott Harbor Beach, Fort Lauderdale, Florida

Contact: [TBF@Billfish.org](mailto:TBF@Billfish.org) • 954.938.0150





## THE BILLFISH FOUNDATION'S ANNUAL FUNDRAISING GALA

**WHEN:** Friday, November 1, 2024 - *NEW TIME!* 6:30 P.M.

**WHERE:** Marriott Harbor Beach Resort  
3030 Holiday Drive  
Fort Lauderdale, FL 33316

**WHO:** 350+ highly affluent boat owners, anglers, captains,  
business owners and guests from around the globe

### SPONSORSHIP OBJECTIVES

Establish a long and mutually beneficial relationship between TBF and your company that showcases your business and brand, regardless of investment level. If you don't see your company's needs being met in what follows, let's work together to find the right fit!

### OVERVIEW OF THE BILLFISH FOUNDATION

As the global leader in advancing billfish science and responsible conservation policy, The Billfish Foundation, founded in 1986 by the late Winthrop P. Rockefeller, strives to ensure that billfish stocks remain available for generations of sportfishers. TBF is a member-based, 501(c)(3) non-profit organization headquartered in Fort Lauderdale, Florida. Our international network is comprised of boat owners, anglers, captains, mates, scientists, and businesses related to sportfishing and boating, all of which are committed to the responsible use and management of billfish and associated species. Our guiding philosophy focuses on the conservation of billfish and their resources, highlighting the economic returns from these efforts are far greater for businesses and communities than the alternatives. TBF recommends management strategies based on sound science, including biological, statistical, and economic factors.





## ABOUT THE ANNUAL CHARITABLE FUNDRAISING EVENT

Every year, The Billfish Foundation (TBF) hosts one fundraising event during the Fort Lauderdale International Boat Show on Fort Lauderdale Beach. This year, the event includes entertainment, live and silent auctions, raffles, dinner, and the 2024 presentation of the John Rybovich Lifetime Achievement Award to Captain “Chip” Shafer and the Winthrop P. Rockefeller Lifetime Achievement Award to Sam Peters. This annual event is the most exciting and high-profile party during the week of the Fort Lauderdale Boat Show, drawing approximately 350 affluent guests with discretionary funds from the luxury sportfishing market.

## SPONSORSHIP OPPORTUNITIES

Please review the details associated with each Sponsorship Level outlined on the following pages. (Sponsorships at \$10,000 and above are industry exclusive and can be secured for two years.)

## SPONSORSHIP PACKAGES

Marquis Sponsor .....	\$15,000
Premier Sponsor .....	\$10,000
Industry Sponsor .....	\$5,000
Community Sponsor .....	\$2,500
Team Sponsor .....	\$1,500
In-Kind Donor .....	\$500 & up

## IN-KIND SPONSORSHIPS

Donated in-kind products or services add to the evening, whether for raffle, silent or live auction, or services throughout the event. Benefits for in-kind donations will be based on half the retail value for the total in-kind donation.

Note: TBF reserves the right to negotiate or decide whether to accept any and all offered sponsorship donations.

## SPONSORSHIP FULFILLMENT

Sponsors will enjoy many benefits, as detailed in each category that follows, leading up to and during the event. Advertising in *Billfish* magazine and other premiums will be awarded in a timely manner after the event.



## MARQUIS SPONSOR • \$15,000 • INDUSTRY EXCLUSIVE

### BOOTH & DISPLAY SPACE

- 10 x 10 Booth in premier location in cocktail area  
(if outdoor space is needed for cars or boats, that will be accommodated in the front of the hotel.)

### ADVERTISING & PROMOTION

- Logo & name on invitations, event program
- 3 Full-page color ads and 1 full-page company profile or article submitted by sponsor in TBF's *Billfish* magazine
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Homepage & Friends of TBF page) as soon as sponsorship is paid
- 4 ads in TBF's monthly E-Newsletter "*In The Spread*"
- Sponsor's name and logo placement, once received, in all media releases, magazine ads/articles, the event program, flyers, website, and follow-up public relations materials, including sponsor logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

### RECOGNITION at EVENT

- Recognition by emcee
- 1 Full-page ad in event program
- Placement of 2 company banners in cocktail area (company provided & free-standing )
- Sponsor's flyer, swag, cards & promotional material in each guest bag (must be received before Oct. 11)

ADDITIONAL BENEFITS • 2 VIP tables (10 seats per table)

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## PREMIER SPONSOR • \$10,000 • INDUSTRY EXCLUSIVE

### BOOTH & DISPLAY SPACE

- 10 x 10 Booth in premier location in cocktail area

### ADVERTISING & PROMOTION

- Logo & name on invitations, event program
- 2 Full-page color ads in TBF's *Billfish* magazine
- 2 ads in TBF's monthly e'Newsletter "*In The Spread*"
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Homepage & Friends of TBF page) as soon as sponsorship is paid
- Sponsor's name and logo placement, once received, included in all media releases, magazine ads/articles, the event program, website, and follow-up public relations materials, including sponsor logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

### RECOGNITION at EVENT

- Recognition by emcee
- 1 Full-page ad in event program
- Placement of 1 company banner in cocktail area (company provided & free-standing )
- Sponsor's flyer, swag, cards & promotional material in each guest bag (must be received before Oct. 11)

ADDITIONAL BENEFITS • 1 VIP table (10 seats)



## INDUSTRY SPONSOR • \$5,000

### ADVERTISING & PROMOTION

- Logo & name on invitations, event program
- 1 Full-page color ad in TBF's *Billfish* magazine
- 1 ad in TBF's monthly e'Newsletter "*In The Spread*"
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- Sponsor's name and logo placement, once received, included in all media releases, magazine ads/articles, the event program, website and follow-up public relations materials, including sponsor logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

### RECOGNITION at EVENT

- Recognition by emcee
- 1 Full-page ad in event program
- Placement of 1 company banner in cocktail area (company provided & free-standing )
- Sponsor's flyer, swag, cards & promotional material in each guest bag (must be received before Oct. 11)

ADDITIONAL BENEFITS • 4 Dinner tickets

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## COMMUNITY SPONSOR • \$2,500

### ADVERTISING & PROMOTION

- Logo & name on event program
- 1 Half-page full color ad in TBF's *Billfish* magazine
- 1 ad in TBF's monthly e'Newsletter "*In The Spread*"
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid
- Sponsor's name and logo placement, once received, included in all media releases, magazine ads/articles the event programs, website, and follow-up public relations materials, including sponsor logo spread
- Mention in TBF social media posts relating to event with link to sponsor page

### RECOGNITION at EVENT

- Recognition by emcee
- 1 Half-page ad in event program
- Sponsor's flyer, swag, cards & promotional material in each guest bag (must be received before Oct. 11)

ADDITIONAL BENEFITS • 2 Dinner tickets



## TEAM SPONSOR • \$1,500

### ADVERTISING & PROMOTION

- Logo and name in event program
- 1 Quarter-page full color ad in TBF's *Billfish* magazine
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is paid

### RECOGNITION at EVENT

- Recognition by emcee
- Sponsor's flyer, swag, cards & promotional material in each guest bag (must be received before Oct. 11)

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## IN-KIND SPONSOR

### GOODS AND SERVICES FOR AUCTION WITH RETAIL VALUE • \$500 & up

- Benefits based on half the retail value of the total goods & services

### ADVERTISING & PROMOTION

- Logo and name placement in event program if item(s) received before printing. (Oct. 11)
- Sponsor's name and logo linked and posted on The Billfish Foundation's website (Friends of TBF page) as soon as sponsorship is received
- Sponsor's logo placement in follow-up public relations materials

### RECOGNITION at EVENT

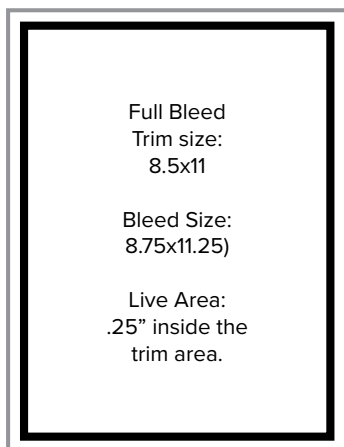
- Sponsor's flyer, cards and promotional material in each guest bag

### ADDITIONAL BENEFITS

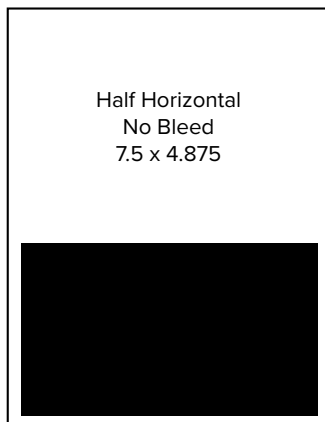
- Additional benefits based on previously mentioned levels, depending on half the retail value of total goods and services donated.

## **RATES AND SPECIFICATIONS**

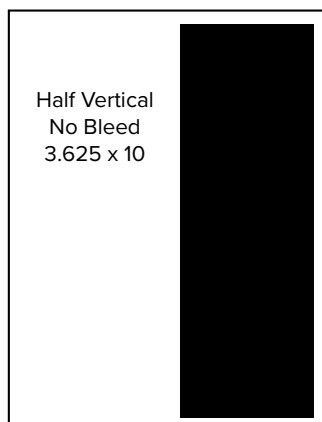
FULL-PAGE



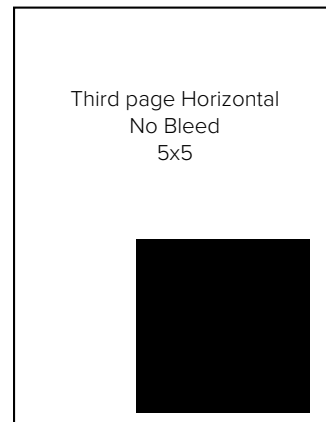
HALF-PAGE HORIZONTAL



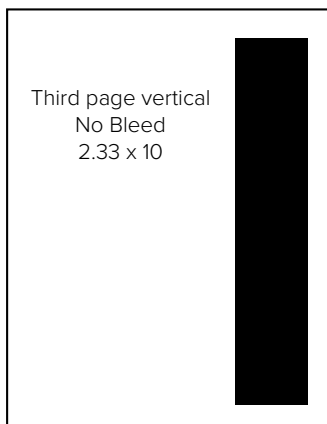
HALF-PAGE VERTICAL



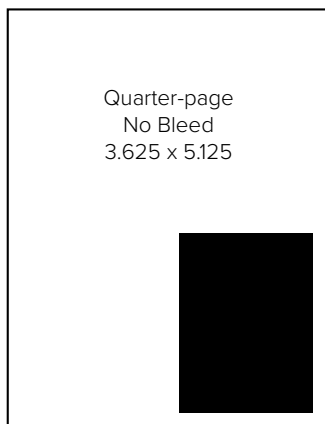
THIRD-PAGE



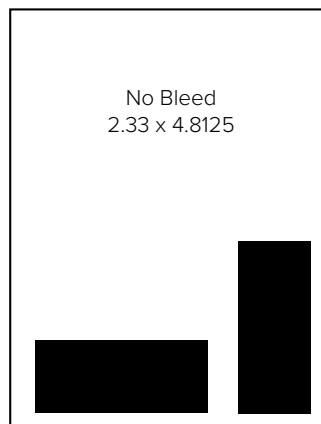
THIRD-PAGE VERTICAL



QUARTER-PAGE



EIGHTH-PAGE HORIZONTAL  
OR VERTICAL



## 2024 RATES

- Back cover - \$10,000
- Inside front cover - \$5,000
- Inside back cover - \$5,000
- Full-page - \$3000
- Half-page horizontal or vertical - \$1,500
- Third horizontal or vertical \$1000
- Quarter-page - \$800
- Eighth page horizontal or vertical \$400

### ACCEPTED FILE FORMATS:

PDF - X1A SHOWING CROP MARKS. JPEG or TIFF, are also acceptable with all layers flattened and text converted to outlines.

All files must be saved at 300 DPI. File must be actual size with the fonts embedded or converted to outlines and in CMYK.

- Ads can be sent directly to [adrienne\\_katz@billfish.org](mailto:adrienne_katz@billfish.org) or through WeTransfer.com
- All documents must have the three letter program file extension

**QUESTIONS?** Including rates and artwork, email: [adrienne\\_katz@billfish.org](mailto:adrienne_katz@billfish.org)



# IN THE SPREAD

## RATES AND SPECIFICATIONS

The Billfish Foundation (TBF) sends out amonthly electronic newsletter informing members and subscribers of the latest TBF information and news on billfish conservation.

### BENEFITS:

- Emails to over 18,000 TBF members and subscribers
- Emailed monthly - continuous monthly exposure
- Exclusive exposure to the sportfishing community

BADGE 400w x 400

Rotates on right column  
of *In The Spread*  
monthly newsletter

BOTTOM BANNER

600w not to exceed 200h

Runs across the bottom of  
*In The Spread* monthly newsletter



ADS ARE DUE BY THE 1ST OF THE MONTH, FOR ALL OTHER QUESTIONS, including rates, email: [adrienne\\_katz@billfish.org](mailto:adrienne_katz@billfish.org)

2024 RATES	MONTHLY		QUARTERLY		YEARLY	
	Web Only / In Print Pkg.		Web Only / In Print Pkg.		Web Only / In Print Pkg.	
Bottom Banner	\$500	\$400	\$1200	\$960	\$4000	\$3200
Large Badge	\$250	\$200	\$600	\$480	\$1800	\$1440
Small Badge	\$125	\$100	\$300	\$240	\$1000	\$800





# 2024 SPONSOR COMMITMENT FORM

## STEP 1: CHOOSE YOUR SPONSORSHIP LEVEL

☐ MARQUIS Sponsor • \$15,000

☐ PREMIER Sponsor • \$ 10,000

☐ INDUSTRY Sponsor • \$5,000

☐ COMMUNITY Sponsor • \$2,500

☐ TEAM Sponsor • \$1,500

☐ IN-KIND Sponsor • \$500 & UP

## STEP 2:

☐ Media Partner Description (if applicable)

☐ In-Kind Donation Description (if applicable)

☐ Auction Item Donation (if applicable)

## STEP 3: Provide Sponsor Information

Agreed to and Accepted by

Contact Name

Company:

Address

Phone

Email

Web

**STEP 4:** Secure your Sponsorship Level for TBF's 2024 Annual Gala by completing and returning this form. Sponsorship Payment is Due in Full No Later than Friday, September 27, 2024. No Refunds unless a replacement Sponsor at the same Sponsor Level is referred and comes on board. Checks should be made payable to The Billfish Foundation.

Payment by ☐ Check - Signature:

☐ Credit Card

☐ N/A

Amount

Credit Card Number

Billing Address

Exp

CVV

Card Holder's Signature

Date

**PLEASE EMAIL THE COMPLETED FORM TO: ADRIENNE\_KATZ@BILLFISH.ORG**

For more information about sponsorship opportunities or to discuss In-Kind sponsorships, call or email Ellen Peel 954-938-0150, ext 1, [ellen\\_peel@billfish.org](mailto:ellen_peel@billfish.org), or Adrienne Katz 954-938-0150, ext 2, [adrienne\\_katz@billfish.org](mailto:adrienne_katz@billfish.org)

The Billfish Foundaton reserves the right to accept or reject donations.

# THANK YOU 2023 SPONSORS



George Kalwa, Dave & Geri Christman, Capt. Jason Robinson, Capt. Abie Raymond



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