



THE LARGEST FISHING TOURNAMENT  
ON THE WEST COAST



**BE PART OF THE BIGGEST  
WEST COAST TOURNAMENT!**

**The YELLOWTAIL SHOOTOUT is confirmed for its 15th year!**

**June 24-26th, 2022 | 110+ private boat anglers  
Endless opportunities to showcase your brand**



# SPONSORSHIP PACKAGES

Gain access to avid SoCal anglers.

- Brand and logo integration across all marketing materials and shared communications
- Vendor Village Experience - Gives brands an opportunity to showcase and interact with the BD community
- Award Presentation - Gain top level recognition as an awarding sponsor
- Tournament Participation - Enter your team and place among top anglers
- Access to BD Outdoors database and communication to +120,000 Anglers



# SPONSORSHIP PACKAGES

## PRESENTING SPONSOR **SOLD**

The presenting sponsor receives premiere branding in association with the Yellowtail Shootout. This category receives the foremost presence with anglers, media, and the public. The brand will be integrated into the event title and throughout all activation messaging.

- Title presence on all materials
- Product class exclusivity
- Company logo integrated with tournament logo on all materials
- Advertising on site during event promotion
- Email blast integration
- Exclusive brand banners onsite
- Social shout out
- Two complimentary team entries
- Reserved table for event reception
- Presentation booth in Vendor Village Experience during reception

## 1ST, 2ND, 3RD PLACE CASH SPONSOR

The cash sponsors are recognized in communication prizing materials and have extensive visibility in the awarding ceremony. **Cost: 1st Place Sponsor: \$5000/ 2nd Place Sponsor: \$3500/ 3rd Place: \$2500/ 4th Place: \$1500**

- Place cash prize presented in company name
- Advertising banner ads on tournament site
- Company representative to award winner
- Onsite banner representation
- Company logo on all event materials
- One complimentary team entry
- Reserved seating at event reception
- Presentation booth in Vendor Village Experience during reception

# SPONSORSHIP PACKAGES

## PRODUCT SPONSORS

The product sponsor increases brand recognition through promotional product placement across all angler teams. Brochures, literature, and promotional products to be packed into all angler bags. **Cost: \$1500**

- Advertising banner ads on tournament site.
- Onsite banner representation
- Company logo on all event materials
- Reserved seating at event reception
- Presentation booth in Vendor Village Experience during reception

## CATEGORIES

- |               |                     |                         |
|---------------|---------------------|-------------------------|
| · Apparel     | · Reels             | · Footwear              |
| · Tackle      | · Line/Fluorocarbon | · Motors                |
| · Tackle Shop | · Safety            | · Electronics           |
| · Knives      | · Electronics       | · <del>Sunglasses</del> |
| · Rods        | · Lure              |                         |



**FOR SPONSORSHIP INQUIRIES PLEASE CONTACT:**

**TREVOR HANSEN**  
[trevor@bdoutdoors.com](mailto:trevor@bdoutdoors.com)

**JESSIE DEVRIES**  
[jessie@bdoutdoors.com](mailto:jessie@bdoutdoors.com)

**BDO MEDIA**

**BD OUTDOORS**