

20TH ANNUAL YELLOWTAIL SHOOTOUT





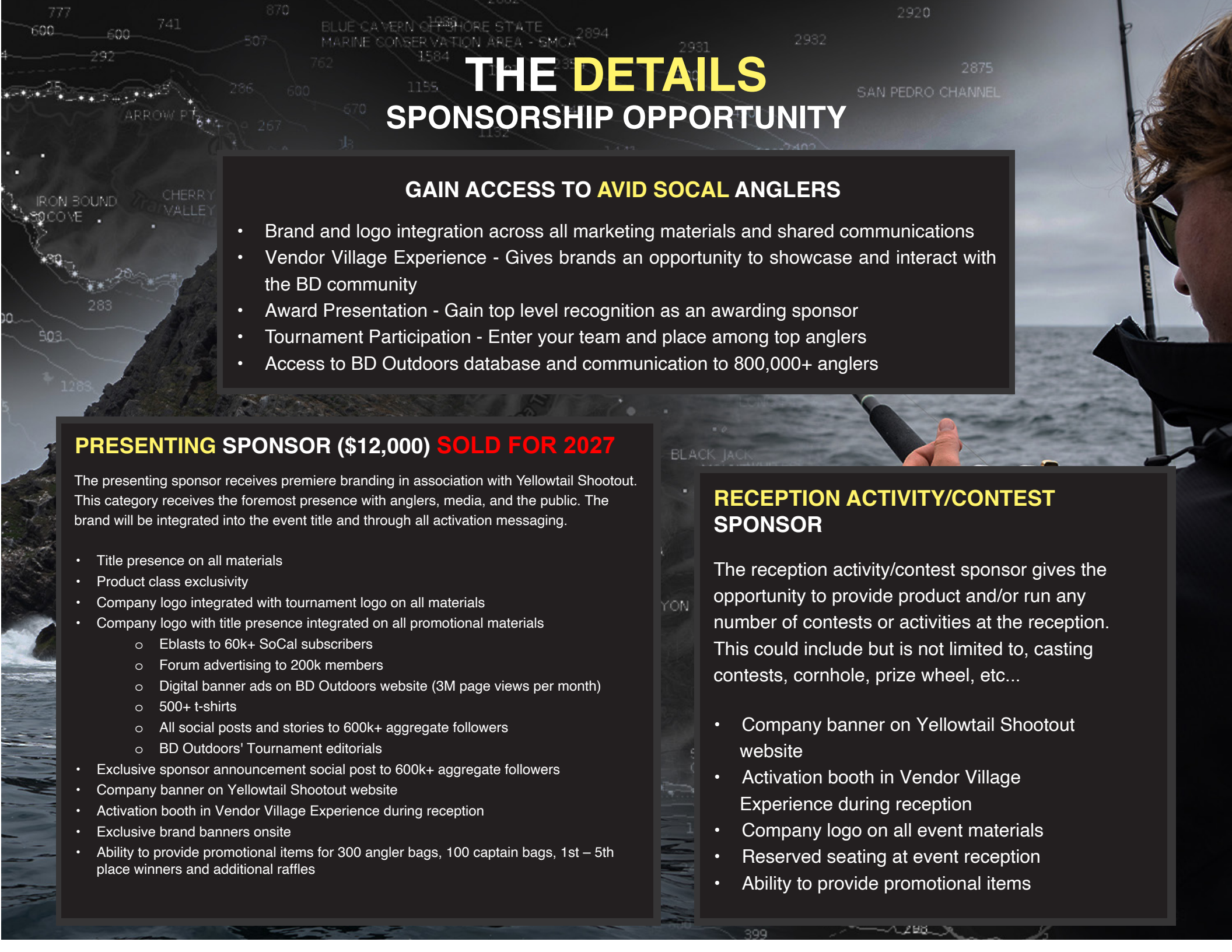
BE A PART OF THE **BIGGEST** WEST COAST TOURNAMENT

The **YELLOWTAIL SHOOTOUT** is
confirmed for its 20th year!

June 25-27th, 2027 | 300+ private boat anglers

Come join us for our annual Yellowtail Shootout Tournament.
This year is bound to impress with phenomenal fishing,
events, and partnerships!





THE DETAILS

SPONSORSHIP OPPORTUNITY

GAIN ACCESS TO AVID SOCIAL 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 800,000+ anglers

PRESENTING SPONSOR (\$12,000) SOLD FOR 2027

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

- Title presence on all materials
- Product class exclusivity
- Company logo integrated with tournament logo on all materials
- Company logo with title presence integrated on all promotional materials
 - Eblasts to 60k+ SoCal subscribers
 - Forum advertising to 200k members
 - Digital banner ads on BD Outdoors website (3M page views per month)
 - 500+ t-shirts
 - All social posts and stories to 600k+ aggregate followers
 - BD Outdoors' Tournament editorials
- Exclusive sponsor announcement social post to 600k+ aggregate followers
- Company banner on Yellowtail Shootout website
- Activation booth in Vendor Village Experience during reception
- Exclusive brand banners onsite
- Ability to provide promotional items for 300 angler bags, 100 captain bags, 1st – 5th place winners and additional raffles

RECEPTION ACTIVITY/CONTEST SPONSOR

The reception activity/contest sponsor gives the opportunity to provide product and/or run any number of contests or activities at the reception. This could include but is not limited to, casting contests, cornhole, prize wheel, etc...

- Company banner on Yellowtail Shootout website
- Activation booth in Vendor Village Experience during reception
- Company logo on all event materials
- Reserved seating at event reception
- Ability to provide promotional items

SPONSORSHIP PACKAGES

FIRST, SECOND, THIRD PLACE CASH SPONSORS

The cash sponsors are recognized in communication prizing materials and have extensive visibility in the awarding ceremony.

- **Cost:** 1st Place Sponsor: \$5,000
2nd Place Sponsor: \$3,500
3rd Place Sponsor: \$2,500
4th Place Sponsor: \$1,500
- Place cash prize presented in company name
- Company representative to award winner
- Company banner on Yellowtail Shootout website
- Activation booth in Vendor Village Experience during reception
- Company logo on all event materials
- Reserved seating at event reception
- Ability to provide promotional items

PRODUCT SPONSORS (\$1,500 Minimum Value In Product)

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. Provide a minimum of \$1,500 value in product

- Ability to provide promotional items
- Company banner on Yellowtail Shootout website
- Activation booth in Vendor Village Experience during reception
- Company logo on all event materials

Categories

- | | | |
|---------------|---------------|---------------|
| - Apparel | - Line/Leader | - Motors |
| - Tackle | - Safety | - Electronics |
| - Tackle Shop | - Reels | - Rods |
| - Knives | - Lure | - Footwear |

FOR **SPONSORSHIP** INQUIRIES
PLEASE CONTACT

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