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# James Island Yacht Club

## 49<sup>th</sup> Annual Fishing Tournament

### Sponsorship Program

2019 King Mackerel & Inshore Tournament  
July 26 – 27, 2019

**Southern Kingfish Association Division 3**  
**&**  
**Palmetto Kingfish Tour Event**



# **INTRODUCTION**

James Island Yacht Club is a 112 year neighborhood yacht club on the Charleston harbor. As a member of the Sea Island Yacht club group it enjoys a long history of involvement in the Low Country maritime community. It's membership of over 500 families have a mix of interests including sailing, boating and fishing. We regularly host events like the Southeast regional special Olympic sailing regatta and Wounded Warrior Sailing as well as several club fishing tournaments. Our 49<sup>th</sup> Annual King Mackerel and Inshore tournament is the oldest continuously running tournament in the Charleston area. The charities for our tournament is the Fisher House for housing VA patient families and the Crisis Ministries Services. Last year we donated over \$ 6,000 to the Fisher House with \$2,200 from the fishing tournament proceeds.



## **SPONSORSHIP PROGRAM**

### **Title Sponsor (\$15,000)**

First, there is the title sponsor level. This would be a full page placement in the program, company logo on front pocket on the event T-Shirt and paid entry into tournament. With this the Title sponsor, also gets all main name placement in press releases, radio advertisements, entry form, mailings, banner placement in pavilion for captain's meeting and weigh-in. With the "Presented by" caption. You can also include flyers or promotional give aways at registration/Captain's meeting. Your boats or equipment to display. These are on the grounds in the pavilion area at the tournament and for check in boat. For \$15,000, you get a complete sleeve on the long sleeve shirts and single logo for the pocket placement. Last year, we ran several weeks of radio advertising on I HeartRadio stations WEZL (Country) , WRFQ (Adult Rock) and WSCC (News Talk Radio) with over 106 spots and also website banners. The plan is to do the same this year. It can be split to two Co-sponsors from difference industry segments.

### **Secondary Sponsor (\$5,000 - \$1,500)**

The next level sponsorship is the named or secondary sponsor where your company's name is placed on the sleeves of the T-shirt. Partial sponsorship of a significant portion would still mean a prominent logo/banner placement, but shared advertising position. This level can be tailored to fit your budget or commitment level. Mentioned in the I Heart radio spots.

### **Named Sponsor (\$750 - \$1000)**

The named sponsor level is similar to the secondary sponsor, but your company name and logo will be on the sleeve of the shirt under the tournament art work and in the brochure and entry form.

### **Sponsor (\$350 - \$500)**

Sponsor's company name and logo will be on the back of the shirt under the tournament art work and in the brochure and entry form. Donation can be cash or raffle merchandise

### **Donor (\$100 or equivalent in raffle donations)**

Donors will have their names placed in the brochure and entry forms.

**SPONSORSHIP LEVELS:**

<b>Title Sponsor:</b>	<b>Minimum investment</b>	<b>\$15,000</b>	<b>or Equivalent</b>	<b>Co-Sponsors (\$7,500 each)</b>
<b>Secondary Sponsor:</b>	<b>Minimum investment</b>	<b>\$ 3,500</b>	<b>or Equivalent</b>	
<b>Named Sponsor</b>	<b>Minimum investment</b>	<b>\$ 750</b>	<b>or Equivalent</b>	
<b>Sponsor</b>	<b>Minimum investment</b>	<b>\$ 350</b>	<b>or Equivalent</b>	
<b>Raffle Donor</b>	<b>Minimum investment</b>	<b>\$100</b>	<b>or Equivalent</b>	

We welcome any and all levels of sponsorship as a growing tournament. We have proven ourselves thus far and strive to reach the South Carolina coastal king mackerel angler through the SKA (Southern Kingfish Association) membership list. This year we are the 3rd sanctioned tournament in Division 3 Overall, we average entries of 80-90 boats/teams, which will give good exposure to your company in the angling and maritime community. Please take some time and familiarize yourself with our tournament and feel free to call us and entertain becoming a coming sponsor.

**PRIZE SPONSORSHIP FOR FISH CATEGORIES:**

There will be named sponsors for each category of fish with a guaranteed minimum prize provided for by the sponsor. They will have prominent positions on all correspondence, literature, website and T-Shirt. Their banners and promotional items will be included in the captain's bag/buckets. Also their banners will be prominently displayed on site. The past three years the top payout averaged over \$26,000 with calcuttas and TWT monies.

<b>Title Sponsor/King Mackerel Top Prize:</b>	<b>\$15,000 or \$7,500 Split (Title Sponsors)</b>
<b>Contingency Sponsorships:</b>	<b>\$500 - \$1,000 + per Sponsor for Their Specific Product</b>

**Inshore**

Sea Trout	\$500	Your Company Name
Flounder	\$500	Your Company Name
Sheepshead	\$500	Your Company Name

**Offshore:**

**Special Category**

Spanish Mackerel	\$200	
Largest Pogy (Menhaden)	\$100	or Equivalent Cast Net
Oyster toad fish	\$100	Gift Card

Youth Angler King Mackerel	\$200	Gift Card
Youth Angler Inshore/Offshore	\$200	Gift Card
Lady Angler Lady Angler	\$200	Gift Card or Product
Lady Angler Inshore/ Offshore	\$200	Gift Card or Product

**Statistics:** Average Participation is 95 boats total and an average of 365 anglers.

**Contact:**

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## SCHEDULE OF EVENTS

### **Friday July 26th Captains Meeting and Raffle 5:00pm to 9:00pm**

Registration opens at 6:00pm and remains open all evening. The Captain's meeting starts at 7:30pm w/ rules review, weather review and other items relevant to the event. There will be a bar-b-que dinner served and heavy hors d'oeuvres served as well as beer and soft drinks. Entries are open at local tackle shops or at the club until Friday Evening at 7:00pm. We will have live music and Bar-B-Que for all participants and guests. There will be vendors and sponsors midway to display and sell products. There is a raffle for door prizes which we use the proceeds to offset the tournament costs. This is always well attended. Also, there is registration for the largest kingfish tournament within the tournament TWT where 100% is paid to the top team. We strive to make this a 90% payout tournament for the anglers.

### **Saturday July 27<sup>th</sup> Fishing Lines in at 6:30 AM**

Lines in the water at 6:30 am. The tournament is a captain's choice where a Small Craft Advisory by the USCG at 5:00 am means no fishing for the day. Make up day will be Sunday. Weigh in begins at 3:00pm and ends at 5:00 pm. Fish must be checked in before 5:00pm. All teams are required to weigh in legal fish and only one per boat is eligible for a top prize. Payouts are based on 80% of all entry fees for first through third place in the king mackerel division. There is also a top youth angler and ladies angle awards. We present the awards at 7:00 pm. SKA rules apply to all king mackerel boats.

### **Sunday July 28th Make Up // Weather Day**

Lines in the water at 6:30 am. The tournament is a captain's choice where a Small Craft Advisory by the USCG at 5:00 am means no fishing for the day. Weigh in begins at 3:00pm and ends at 5:00 pm. Fish must be checked in before 5:00pm. In case of cancellation, a weather makeup date will be announced.



## 2016 Highlights

- SKA King Mackerel State Record Broken 53.25lb
- 79 King Mackerel Boats and 45 Inshore registrations – 410 anglers
- First Place Payout for all categories was over \$25,000.
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and Weigh In and Awards
- Live Broadcast of the weigh in and award with WEZL personality Rick Rush
- Fisher House donation of \$3,200 from the tournament
- Friday night BBQ dinner, live music and sponsor midway

## 2017 Highlights

- 32 King Mackerel Boats and 30 Inshore Anglers – 158 anglers
- Due to weather fished a 2<sup>nd</sup> make-up date in September w/ rough weather
- First Place Payout for all categories was over \$12,000 -Team Roc Doc
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and raffle.
- Live Broadcast of the weigh in and award with WEZL's Rick Rush
- Fisher House donation of \$4,200 from the tournament and Penn Trolling Rod Raffle
- Friday night BBQ dinner, live music and sponsor midway

## 2018 Highlights

- 89 King Mackerel Boats and 52 Inshore Anglers - 430 anglers
- Good weather and a large number of big fish caught fish 1<sup>st</sup> was 43.35lb – 10<sup>th</sup> 31.05lb
- First Place Payout for all categories was over \$23,500 in which Team Net Proceeds donated an additional \$1000 to the Fisher House.
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and raffle and live Bluegrass band.
- Live Broadcast of the weigh in and award with WEZL's Rick Rush
- Friday night BBQ dinner cooked by SC BBQ Association winning pitmaster, live music and sponsor midway

## Palmetto Kingfish Tour Inaugural Season

- Networks all 4 major South Carolina and SKA Tournaments
- Larger prize structure and drives participation for each event.
- Fee paid Championship for top 50 boats in September
- Drives common marketing goals and resources – Higher Impact for Sponsors
- Focus to provide a superior product and experience for participants
- Contingency sponsorship across all four (4) Tournament and Championship
- Three levels of entry to attract a wider range of angler teams

# Past Champions



Team Sperry/Net Profit 2018 1<sup>st</sup> Place King Mackerel Division



Team ROC DOC 2017 Winners of the King Mackerel Division



Team NautiGul 2016 First Place Winners –SKA State Record 53.25lb

New For 2019  
New \$1.8 Million Floating Dock System

