

# KEY WEST MARLIN TOURNAMENT SPONSORSHIP OPPORTUNITIES

Since 1982, The KWMT has gathered avid sport anglers to fish the famed waters of Key West in conjunction with the island's **Hemingway Days celebration and Lobster Mini Season** the following Wednesday/Thursday. Today, the exciting event and **\$50,000 in guaranteed cash prizes** attract a loyal and enthusiastic group of participants, their families, and other attendees.



The KWMT audience is affluent, influential, and growing.

Strategic digital and other promotions are deployed April-July:



**2,243**  
email contacts  
**impressive**  
**open rate**  
**of 30.4%**



**100%**  
increase in  
Instagram  
followers



**24%**  
increase in  
Facebook  
followers



## Tournament participants:

75 boats max, avg 400+ attendees

## KWMT PREMIER SPONSORS:



The Florida Keys  
& Key West:  
**260K IG; 483K FB**



Stock Island Marina:  
**3.6K IG; 10.2K FB**



Perry West Hotel:  
**17.2K IG; 28.7K FB**



Fox Sports Florida |  
Fox Sports Sun  
**30.3K IG; 182K FB**



The Florida Insider  
Fishing Report  
**14.3K IG; 114K FB**

## ALL-SPONSOR BENEFITS:

- Company name on all promotions: press releases; social media; posters & weigh station banner
- Logo and hyperlink on the "Sponsor" page of the KWMT website
- Company name/logo on official Tournament Shirt
- Prime exhibit space during registration and Tournament week
- Multiple daily sponsor announcements from Committee Boat to Boat Captains, and during weigh-ins
- Option to place promotional materials in the Captain's Bags that each crew receives
- 4 Social Passes to all Tournament Functions

## EVENT SPONSOR \$5,000: All-Sponsor Benefits, plus:

- 14 page color ad in the Tournament Program

## SILVER SPONSOR \$25,000: All-Sponsor Benefits, plus:

- 12 page color ad in the KWMT Program
- Accommodations at Stock Island Marina Village (Perry Court Hotel) Wed-Sun, 1rm/4nites (value \$2000)
- Banner at the Tournament Tent and Awards Ceremony
- One boat entry at Tournament (value \$2000)

## GOLD SPONSOR \$35,000: All-Sponsor Benefits, plus:

- Banner at the Tournament Tent and Awards Ceremony
- One boat entry at Tournament (value \$2000)
- Full page color ad in the Tournament Program
- Accommodations at Stock Island Marina Village (Perry Court Hotel) Wed-Sun 2rms/4nites (value \$3500)
- Option to present a special award/prize at the Awards Ceremony

## PLATINUM SPONSOR \$50,000: All-Sponsor Benefits, plus:

- Banner at the Tournament Tent and Awards Ceremony
- One boat entry at Tournament (value \$2000)
- Charter boat with captain and mate provided (value \$6000)
- Full page color ad in the Tournament Program
- Option to present a special award/prize at the Awards Ceremony
- 2 additional (6 total) Social Passes to all Tournament Functions
- Reserved table at Awards Banquet
- Accommodations at Stock Island Marina Village (Perry Court Hotel) Wed-Sun, 3rms/4nites (value \$4800)

## CONTACT US FOR MORE INFO ON KWMT AND SPONSORSHIP OPPORTUNITIES:

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