



Dear Valued Sponsor:

We invite you to join us as a sponsor of the Cape May Marlin & Tuna Club.

Since 1978, the Cape May Marlin Tuna Club is a non-profit corporation located in historic Cape May, New Jersey. This club's mission is to establish and maintain a private club for the recreational and social enjoyment of its members and for the promotion of fishing in Cape May County, and its surrounding waters and to establish and maintain a mutually beneficial relationship with other Clubs and organizations involved in the sport of fishing and to promote and develop camaraderie and exchange of ideas and suggestions between those interested in fishing in the Cape May County area; promotion and sponsoring of educational and social events, including fishing tournaments for its members and guests; and establish and maintenance of a recording station where all fish caught during the season will be recorded; and to acquire and maintain real estate for the purpose of housing the corporations activities. The club raises funds for various philanthropic endeavors such as the Wounded Warrior project, Awards college scholarships, ARC Fish for Fun fishing tournament and supply all the boats, fuel, crews tackle and bait to take these young adults out for a day on the water.

We would not be able to carry on this tradition without the support of our generous sponsors.

#### WHY BECOME A SPONSOR?

**HIGH RETURN ON INVESTMENT** - Your brand will be promoted 365 days a year on the club video screens, social media, CMMTC website and in the CMMTC facility itself. Your brand will also be displayed during our nine (9) captains' meetings, nine (9) tournament award dinner and 9 CMMTC social events to all members, guests, vendors, and participants in attendance. We are not just a fishing club; we have built a community of big game fishing enthusiasts both locally and nationally through our billfish conservation efforts and our online presence. The increasing popularity of the club and club events will maximize your investment.

**ONLINE PRESENCE** - Sponsors have their logos displayed at [www.CapeMayMarlinTunaClub.com](http://www.CapeMayMarlinTunaClub.com), from the date of your commitment through the end of the 2023. Sponsors will also be promoted on the CMMTC social media platforms. With close to three thousand (3,000) followers on Facebook and Instagram, our social media presence continues to grow exponentially.

We encourage you to commit early to maximize your business' exposure. As a sponsor, your business will be visible to all club members and guests, tournament participants and thousands of visitors – in person, on our social media and website – and not only during the events, but from the day you commit as a sponsor. We ask for your support; at any level you feel is appropriate. Please review our sponsorship packet and consider becoming a part of our vision!

Sincerely,

Cape May Marlin & Tuna Club Tournament Committee  
Cape May Marlin & Tuna Club Board of Directors

## 2022 CMMTC Sponsorship Opportunities



### Club Stats as of 2022:

2800 followers on Facebook  
Members: 350  
Email list: 600+

### 2023 Club Sponsorship Levels:

#### Titanium Level Sponsorship: \$15,000 (Only 1 available): **SOLD**

- ~~— Sponsor's Boat automatically eligibility to participate in Challenge Cup. Satisfies minimum tournament fished requirements.~~
- ~~— Two 2023 Club Family Membership included~~
- ~~— Company Logo in Club brochure~~
- ~~— Company Logo on Club website~~
- ~~— Monthly email feature (\*Note: sponsor must provide content, handles, tags for posting)~~
- ~~— In-Club advertising, your business logo on the wall in the Club~~
- ~~— Company Logo in Reel Time App as Yearlong Leaderboard Sponsor~~
- ~~— Four dedicated social media posts each month (\*Note: sponsor must provide content, handles, tags for posting)~~
- ~~— Full sponsorship of the Annual Club Awards Banquet, including tickets for one table of 8, and all the following at the event:~~
  - ~~○ Signage and centerpieces with company logo~~
  - ~~○ Banner at bar, stage, and welcome area~~
  - ~~○ Logo in annual video, which will be played in the Club, banquet and available on YouTube and on the Club website after the event~~

#### Platinum Level Sponsorship: \$10,000 (1 SOLD, 1 available):

- Sponsor's Boat automatically eligibility to participate in Challenge Cup. Satisfies minimum tournament fished requirements.
- Two - 2023 Club Angler Membership included
- Company Logo in Club brochure (deadlines apply)
- Company Logo on Club website
- Monthly email feature (\*Note: sponsor must provide content, handles, tags for posting)
- In-Club advertising, your business logo on the wall in the Club
- Company Logo in Reel Time App as Yearlong Leaderboard Sponsor
- Four dedicated social media posts each month (\*Note: sponsor must provide content, handles, tags for posting)
- Cups and cocktail napkins with single color logo at all Club tournament events (Captain's Meeting and Awards Dinners)

#### Gold Level Sponsorship: \$5,000

- Sponsor's Boat automatically eligibility to participate in Challenge Cup. Satisfies minimum tournament fished requirements.
- 2023 Club Family Membership included
- Company Logo on Club website
- In-Club advertising, your business logo on the wall in the Club
- Company Logo in Reel Time App as Yearlong Leaderboard Sponsor
- Monthly features in President's message email blast\*
- Three dedicated social media post each month (\*Note: sponsor must provide content, handles, tags for posting).

Ladies Billfish Invitational Sponsorship: \$5,000 (Only 2 available):

- Entry to tournament for Sponsor's Boat
- Sponsor's Boat automatically eligibility to participate in Challenge Cup. Satisfies minimum tournament fished requirements.
- 2023 Club Family Membership included
- Company name included in the title of the tournament (Presented by: Sponsor Name)
- Company Logo on all event materials, promotional e-mails, social media, Reel Time App
- Banner outside of the Club the week of the tournament
- Sponsor's Boat automatically eligibility to participate in Challenge Cup
- Signage where food is served and on dining tables
- \*Ladies Day materials are promoted to participants of the MidAtlantic Tournament

Silver Level Sponsorship: \$2,500

- Sponsor's Boat automatically eligibility to participate in Challenge Cup. Satisfies minimum tournament fished requirements.
- 2023 Club Angler Membership included
- Company Logo on Club website
- In-Club advertising, your business logo on the Monitor in the Club
- Quarterly (4) features in President's message email blast – \*Sponsor can choose which month
- Two dedicated social media post each month (\*Note: sponsor must provide content, handles, tags for posting)

Bronze Level Sponsorship: \$1,000

- Company Logo on Club website
- In-Club advertising, your business logo on the Monitor in the Club
- Bi-Annual (2) features in President's message email blast – \*Sponsor can choose which month
- One dedicated social media post each month (\*Note: sponsor must provide content, handles, tags for posting to for post.

Club Social Event Sponsor: \$500 per event

- Company name included in the title of the event (Presented by: Sponsor Name)
- Company Logo on all event materials, promotional e-mails, social media
- Signage where food is served, on dining tables
- Events for sponsorship include:
  - o New Year's Day Brunch
  - o Valentine's Day
  - o St Patty's Day
  - o Easter Egg Dying
  - o Cinco De Mayo
  - o 4th of July
  - o The ARC Fishing Tournament Captains Meeting
  - o Pumpkin Carving / Halloween Costume Party
  - o 7 Fishes/Christmas Tree Trimming

\*Note: All levels are available on a first come, first serve basis. Some level specifics are open to negotiations. For questions, please contact Fred Tuttle or Rachel Linus.

\*Please submit the contract form (fully filled in) below.

In addition, custom tailored Sponsorship packages are available to meet the needs of our sponsors.



## 2023 CMMTC Sponsorship Agreement

Please check appropriate sponsorship level:

Titanium Level Sponsor (\$15,000) \_\_\_\_\_ Platinum Level Sponsor (\$10,000): \_\_\_\_\_  
Gold Level Sponsor (\$5,000): \_\_\_\_\_ Ladies Billfish Invitational (\$5,000) \_\_\_\_\_  
Silver Level Sponsor (\$2,500) \_\_\_\_\_ Bronze Level Sponsor (\$1,000) \_\_\_\_\_  
Event Sponsor (\$500 per event) List Events desired: \_\_\_\_\_

Sponsor Name: \_\_\_\_\_

Sponsor Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Social Media Handles (Facebook & Instagram): \_\_\_\_\_

Electronic submission of your logo and hyperlink should be made by emailing to:  
[cmmtc@capemaymarlintunaclub.com](mailto:cmmtc@capemaymarlintunaclub.com) Logos should be formatted as png or eps., large high resolution

Make check payable to: Cape May Marling & Tuna Club (CMMTC)

Any questions regarding sponsorships or payments, please contact  
Fred Tuttle, Tournament Director at (609) 941-7587 or [Tournaments@capemaymarlintunaclub.com](mailto:Tournaments@capemaymarlintunaclub.com)

**Sponsor Marketing Contact:** (for logos, promo items, social posts, email content)

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Please submit form and payment to the Club:

*Cape May Marlin & Tuna Club, 2022 · 1390 Lafayette St. Cape May, NJ 08204 · 609-884-1006 · [cmmtc@capemaymarlintunaclub.com](mailto:cmmtc@capemaymarlintunaclub.com)*

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Club use:

Received by: \_\_\_\_\_ Date: \_\_\_\_\_ Paid: YES NO