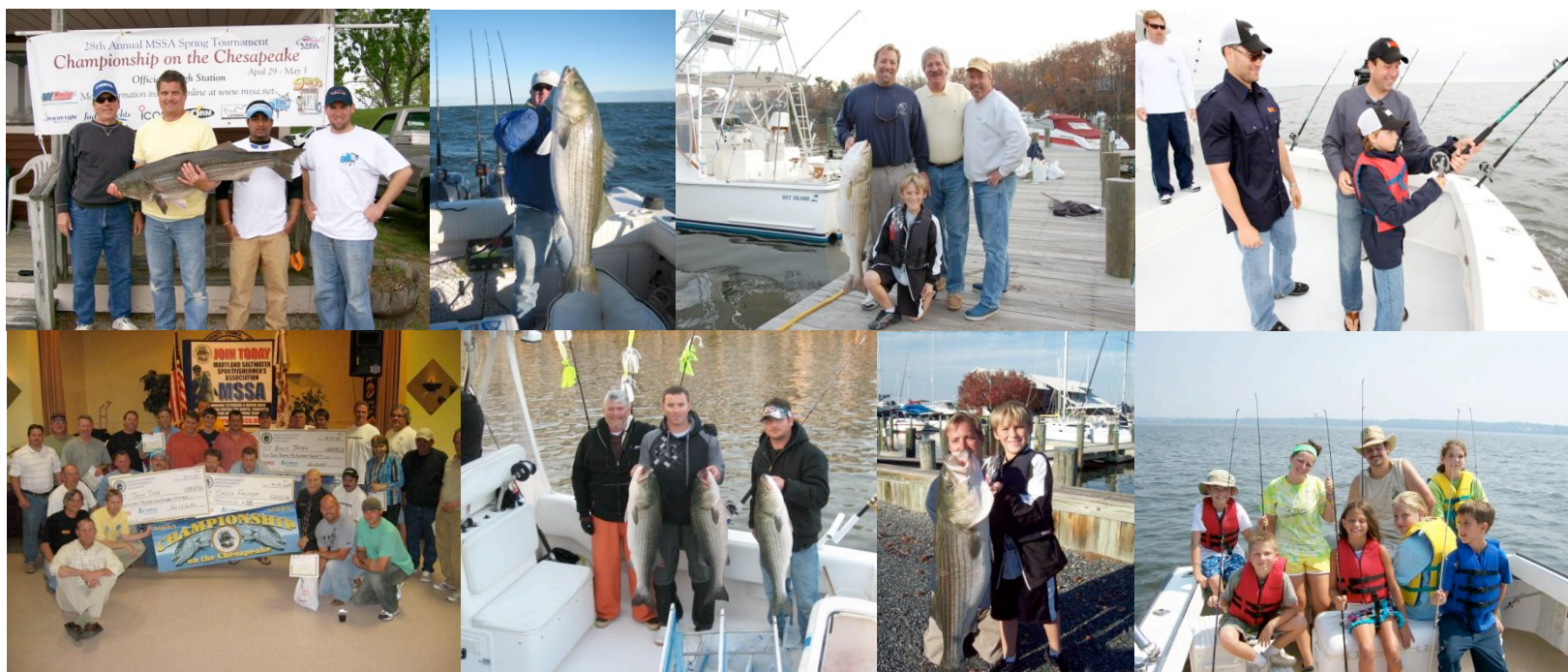




MARYLAND SALTWATER SPORTSFISHERMEN'S ASSOCIATION



Tournament Series Sponsorship Opportunities

2012

The MSSA is gearing up for the 2012 Spring & Fall tournament seasons. Each year has proven to be better than the last. Don't miss this opportunity to 'reel in' more business by sponsoring the largest rockfish tournament in the country!



www.mssa.net



Maryland Saltwater Sportfishermen's Association

8461 Ft. Smallwood Rd, Suite C, Pasadena, MD 21122 - 410-255-5535 - www.mssa.net

Dear Sir or Madam:

The Maryland Saltwater Sportfishermen's Association (MSSA) would like to invite you and your business to become one of our elite Sponsors for our *2012 MSSA Spring & Fall Tournament Series*. The series consists of the *29th Annual Championship on Chesapeake*, the country's largest rockfish tournament; and the *20th Annual Chesapeake Bay Fall Classic*, the largest fall rockfish tournament in the Mid-Atlantic.

We anticipate the entry of over 600 boats in the *29th Annual Championship on the Chesapeake*, with more than 4,000 anglers participating in the three day event. As a sponsor your business name and logo will be advertised frequently by various methods to our entire membership before both tournaments and visible to all of the tournament participants and spectators during the events. In addition to the *Championship on the Chesapeake*, our *Chesapeake Bay Fall Classic* attracts more than 200 boats and nearly 1,200 anglers each year.

We realize that you have many requests to advertise, however, we can offer you a unique and cost effective opportunity to promote your business to exactly the group of customers that you want and need.

Please review the enclosed information describing our 2012 sponsorship opportunities. We sincerely thank you for your consideration and we hope you will recognize this unique opportunity for your business and become a sponsor. Please contact me at the MSSA main office if you have any further questions.

Sincerely,

Dave Smith
Executive Director



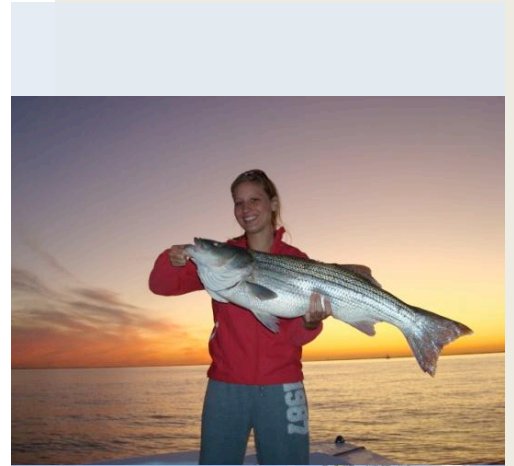
www.mssa.net



TOURNAMENT SERIES SPONSORSHIP OPPORTUNITIES

Admiral Sponsor - \$10,000

- Spring & Fall Tournaments will include Sponsor's name – “29th Annual Championship on the Chesapeake Sponsored by YOUR BUSINESS NAME”
- Sponsor will be mentioned as Official Tournament Sponsor in all media promotions: Radio Advertisements, Press Releases, Tidelines Magazine, Awards Celebrations and Tournament Brochures, Banners & Merchandise
- Social Media Advertisement – Facebook, Twitter, YouTube, Tidal Fish & Text Alerts
- Website Advertisements – Tournament Sponsor Page including Your Business Link & Logo
- Exclusive Email Blasts – 2 for Spring Tournament and 1 for Fall Tournament
- Onsite Availability – Captain's Meetings, Weigh Stations & Awards Celebrations
- 4 Free Boat Entries in Tournaments & 16 Free Awards Celebration Tickets (~ \$2,200 Value)
- 20% Discount on Tidelines Advertising



Captain Sponsor - \$7,500

- Sponsor will be included in media promotions: Press Releases, Tidelines Magazine, Awards Celebrations and Tournament Brochures, Banners & Merchandise
- Social Media Advertisement – Facebook, Twitter, YouTube, Tidal Fish & Text Alerts
- Website Advertisement – Tournament Sponsor Page with Business Link & Logo
- Email Blasts – Logo included in Tournament Email Blasts
- 3 Free Boat Entries in Tournaments & 12 Free Awards Celebration Tickets (~ \$1,600 Value)
- 20% Discount on Tidelines Advertising



www.mssa.net

TOURNAMENT SERIES SPONSORSHIP OPPORTUNITIES



First Mate Sponsor - \$5,000

- Sponsor will be included in media promotions: Tidelines Magazine, Awards Celebrations and Tournament Brochures, Banners & Merchandise
- Social Media Advertisement – Facebook, Twitter, YouTube & Tidal Fish and Text Alerts
- Website Advertisement – Tournament Sponsor Page with Business Link & Logo
- Email Blasts – Logo included in Tournament Email Blasts
- 2 Free Boat Entries in Tournaments & 8 Free Awards Celebration Tickets (~ \$1,100 Value)
- 20% Discount on Tidelines Advertising

Angler Sponsor - \$2,500

- Sponsor will be included in media promotions: Tidelines Magazine, Awards Celebrations and Tournament Brochures, Banners & Merchandise
- Social Media Advertisement – Facebook, Twitter, YouTube & Tidal Fish
- Website Advertisement – Tournament Sponsor Page with Business Link & Logo
- Email Blasts – Logo included in Tournament Email Blasts
- 1 Free Boat Entries in Tournaments & 4 Free Awards Celebration Tickets (~ \$550 Value)
- 20% Discount on Tidelines Advertising

General Sponsor - \$1,000

- Website Advertisement – Tournament Sponsor Page with Business link and logo
- Email Blast – Logo included in Tournament Email Blasts

Weigh Station Sponsor - \$500

- Weigh Station Signage with Business Name and Logo



www.mssa.net



SPONSORSHIP AGREEMENT & TERMS

AGREEMENT

Faxed, e-mailed, and duplicate originals of this Sponsorship Contract are binding on each of the parties. The Sponsor and MSSA agree to the attached document and are binding on each of the parties for the sponsorship level paid. The Sponsor acknowledges that none of the Sponsor Investment is refundable.

PAYMENT TERMS

Sponsor shall submit a 50% deposit check made payable to MSSA with its application. The 50% balance will be due and payable 60 days prior to May 4th, 2011, the start of the Spring Tournament.

Previous sponsors may pay using prior year's payment terms

PLEASE COMPLETE AND RETURN ENTIRE PAGE TO ADDRESS BELOW
****ENVELOPE w/POSTAGE ENCLOSED****

Sponsorship Level: _____ Sponsorship Amount: _____

Authorized Sponsor Signature:

Name Printed: _____

Title: _____

Date: _____

For More Information Contact:

MSSA
8461 Ft. Smallwood Rd.
Pasadena, MD 21122
Office: 410-255-5535
Fax: 410-255-1552
Email: fish@mssa.net

MSSA USE ONLY

Authorized MSSA Signature _____

Name Printed: _____

Title: _____

Date: _____