

EXPERIENTIAL MARKETING

OUR TOURNAMENT AND EVENT SPONSORSHIPS are the most comprehensive in the industry and provide marketing partners an unparalleled ability to brand their business to the most competitive and affluent owners, anglers and crews in the world.



OFFSHORE WORLD CHAMPIONSHIP

May 7-May 12, 2012

Comprised of more than 140 international qualifying events in over 30 countries, the Offshore World Championship is the largest offshore fishing series in the world. No other tournament series gains as much global coverage or reaches the sport's active elite anglers. Qualifying event winners are invited to compete at the championship for prize packages and admiration as World Champs.

➤ IGFAOWC.com



LOS CABOS BILLFISH TOURNAMENT

October 16 - 20, 2012

The Los Cabos Billfish Tournament kicks off Cabo San Lucas' legendary billfish tournament season. With its format, purse & great parties, this highly participant focused event consistently ranks as one of the most fun and richest billfish tournaments in the world with average cash and prize payout of \$600,000.

➤ LosCabosBillfishTournament.com



MARLIN UNIVERSITY

Marlin University is a one-of-a-kind opportunity for anglers to gain valuable insight and hands on instruction from *Marlin* editors and top billfishing pros. These four day all-inclusive fishing adventures are the most unique of their kind and take place in top international fishing locations such as Guatemala, Madeira, Panama, Cabo San Lucas and Costa Rica.

CORPORATE MARLIN UNIVERSITY

Let the pros from Marlin University create a custom larger than life fishing experience for your company. We will develop an all inclusive package which your business can use to reward top executives, thank valuable clients, or entice hot prospects while also providing a great promotional tool for giveaways and contests.

➤ MarlinUniversity.com

BERMUDA BIG GAME TOURNAMENTS

TOP-NOTCH ACCOMMODATIONS and the pursuit of world-record sized blue and white marlin draw some of the finest sportfishing vessels in the Atlantic, Gulf and Caribbean to Bermuda each summer to compete in the Bermuda Billfish Release Cup and Bermuda Triple Crown Billfish Championship Series.

B E R M U D A
BILLFISHRELEASECUP

BERMUDA BILLFISH RELEASE CUP JUNE 29 - JULY 1, 2012

The Bermuda Billfish Release Cup starts the billfish season with a fun, family-oriented, all-release billfish tournament that benefits one of Bermuda's finest youth organizations, the Bermuda Sloop Foundation.

➤ BermudaReleaseCup.com

BERMUDA TRIPLE CROWN BILLFISH CHAMPIONSHIP

BERMUDA
BILLFISH BLAST

BERMUDA BILLFISH BLAST July 3 - July 7, 2012

The Bermuda Billfish Blast marks the start of the Bermuda Triple Crown Series and works in concert with the July 4th Blue Marlin World Cup which has been won in Bermuda six times. This event provides over a quarter million in purse and sets the pace for the Triple Crown.

➤ BermudaBillfishBlast.com

BERMUDA
B · I · G · G · A · M · E
Classic

BERMUDA BIG GAME CLASSIC June 11 - July 15, 2012

The Bermuda Big Game Classic is the crown jewel and second leg of the series. With a half-million purse, nightly parties and quality prizes, the Classic is the largest event in the series and a must attend every summer.

➤ BermudaBigGameClassic.com

BERMUDA
TRIPLE CROWN
BILLFISH CHAMPIONSHIP

SEA HORSE ANGLERS CLUB BILLFISH TOURNAMENT July 18 - July 22, 2012

The Sea Horse Anglers Club Billfish Tournament is the final leg and chance to score points in the Triple Crown series. In addition to a healthy quarter-million dollar purse, the BTC champion boat crew and anglers receive an awards package including the coveted Bermuda Triple Crown Championship rings.

➤ BermudaTripleCrown.com

