

82ND ANNUAL



**20
22**

CORPORATE
ADVERTISING PROGRAM
.....
**TEXAS INTERNATIONAL
FISHING TOURNAMENT**

AUGUST 3-7, 2022 | PORT ISABEL • SOUTH PADRE ISLAND

2022 TIFT CORPORATE ADVERTISING PROGRAM

The 82nd Texas International Fishing Tournament will be held August 3-7, 2022 and we'd like to provide you with an overview:

- TIFT is the largest saltwater bay and offshore fishing tournament in Texas.
- TIFT is ranked in the top 10 billfish tournaments in the world.
- TIFT is sanctioned by the IGA World Offshore Championship Series
- Approximately 1,250 registrants participated in 2021.
- More than 400 boats participated.
- TIFT registrants spend more than \$2 million in the local economy during our event — not including tournament expenses.
- TIFT is a nonprofit 501-C4 corporation and has established a permanent Scholarship Endowment Program
- TIFT is open to registrants of all ages.

Thank you for taking the time to review and consider our 2022 TIFT Corporate Advertising package.

Please feel free to contact me at (956) 802-3475 with any questions you might have. We would welcome the opportunity to work with you and look forward to hearing from you soon. The deadline for advertising commitments is Jun 1, 2022.

Sincerely,

Kristi Collier

Tournament Director



82ND ANNUAL TIFT ADVERTISING OPPORTUNITIES

As an Advertiser of the 2022 Texas International Fishing Tournament, you will receive a monumental list of benefits. Your contribution will provide your company with exposure to over 1,000 entrants in this prestigious tournament along with their families and friends who accompany them to the event. Your name or company logo will be prominently displayed on promotional materials advertising the tournament.

CORPORATE LEVEL:

\$20,000 Blue Marlin	\$15,000 White Marlin	\$10,000 Sailfish	\$7,500 Tarpon
\$5,000 Redfish	\$3,500 Trout	\$2,500 Snook	\$2,000 Flounder

BOAT LEVEL:	Level I \$5,000	Level II \$2,500	Level III \$1,000
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TEXAS INTERNATIONAL FISHING TOURNAMENT BACKGROUND

For more than 80 years, the Texas International Fishing Tournament has taken pride in creating an atmosphere of friendly fishing competition and wholesome family fun. The 82nd annual five day event, scheduled for August 3 - August 7, 2022, offers fishing divisions that include bay, offshore, fly, and tarpon. TIFT is open to anglers of all ages and is the largest saltwater fishing tournament in Texas.

In 2021, approximately 1,250 anglers and 400 boats participated. The action wasn't just in the offshore division as species ranging from snook, redfish, trout, drum and the popular piggy perch made their way dockside to the weigh-ins on Friday and Saturday.

TIFT anglers represent an extremely desirable market group. Most are residents of the Rio Grande Valley with disposable income and a genuine enjoyment of outdoor activities. During their five day stay in the Port Isabel - South Padre Island area, they have a direct spending effect in excess of \$2 million; not including tournament expenses. In addition to the actual number of TIFT registrants, thousands of spectators will also turn out to view weigh-in activities during the two days of actual fishing.

Originally instituted to promote the Rio Grande Valley as a whole, TIFT has become a family tradition that exemplifies the best the Valley has to offer. With registration participation increasing annually, and over \$200,000 in scholarships awarded, it is our sincere intent to continue improving and growing our event through the help of corporate sponsors and businesses such as yours. If you'd like to be a part of one of Texas' oldest and most established fishing tournaments, join in the TIFT tradition today. Bring your message to the more than 1,250 registrants expected at the 82nd Texas International Fishing Tournament and don't miss the action.

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P.O. Box 2715 - South Padre Island, TX 78597

Phone: (956) 943-8438 • Fax: (956) 682-4770 • info@tift.org • tift.org [f](#) [i](#) [t](#) FishTIFT



BENEFITS:

- Designation as the **BLUE MARLIN** advertiser on the TIFT website, social media, events and publications, convention center, registration, weigh dock and awards ceremony
- Your logo displayed prominently at the convention center for the duration of the tournament (Wednesday thru Sunday)
- Prominent logo placement on the front cover of the official Texas International Fishing Tournament Program Book
- Link exchange on tift.org
- Choice of either Center Pages or Back Cover (four color advertisement) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Logo placed along with TIFT logo on all Official TIFT Souvenir item given to registrants
- Listing as a **BLUE MARLIN** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Twelve (12) adult fishing registrations
- Twelve (12) TIFT hats
- Twelve (12) TIFT T-shirts
- Twelve (12) Official TIFT Sponsor Shirts
- Two (2) Reserved tables of Eight (8) at the VIP Cocktail Party on Wednesday
- Two (2) Reserved Premium Seating tables at Awards Ceremony on Sunday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

CORPORATE LEVEL
blue marlin
..... **\$20,000**



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BENEFITS:

CORPORATE LEVEL white marlin \$15,000



- Designation as a **WHITE MARLIN** advertiser on the TIFT website, social media, events and publications, convention center, registration, weigh dock and awards ceremony
- Link exchange on tift.org
- Choice of Inside Back Cover, Inside Front Cover or Page 2, subject to availability (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **WHITE MARLIN** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Logo displayed in slide show at Thursday social, Playday and Sunday Awards
- Ten (10) adult fishing registrations
- Ten (10) TIFT T-shirts
- Ten (10) TIFT hats
- Ten (10) Official TIFT Sponsor Shirts
- One (1) Reserved table of Eight (8) and Four (4) tickets to the VIP Cocktail Party on Wednesday
- One (1) Reserved Premium Seating table at Awards Ceremony on Sunday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

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BENEFITS:

- Designation as a **SAILFISH** advertiser on the TIFT website, social media, events and publications, convention center, registration, weigh dock and awards ceremony
- Link exchange on tift.org
- One (1) Full Page (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **SAILFISH** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Eight (8) adult fishing registrations
- Eight (8) TIFT hats
- Eight (8) TIFT T-shirts
- Eight (8) Official TIFT Sponsor Shirts
- One (1) reserved table of Eight (8) to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

CORPORATE LEVEL

sailfish

..... \$10,000



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BENEFITS:

CORPORATE LEVEL **tarpon**\$7,000



- Designation as a **TARPON** advertiser on the TIFT website, social media, events and publications, convention center, registration, weigh dock and awards ceremony
- Link exchange on tift.org
- One (1) Full Page (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **TARPON** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Six (6) adult fishing registrations
- Six (6) TIFT hats
- Six (6) TIFT T-shirts
- Six (6) Official TIFT Sponsor Shirts
- Six (6) Tickets to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

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BENEFITS:

- Designation as a **REDFISH** advertiser on the TIFT website, social media, events and publications, convention center, registration, weigh dock and awards ceremony
- Link exchange on tift.org
- One (1) Full Page (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **REDFISH** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Four (4) adult fishing registrations
- Four (4) TIFT hats
- Four (4) TIFT T-shirts
- Four (4) Official TIFT Sponsor Shirts
- Four (4) Tickets to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

CORPORATE LEVEL **redfish**

..... \$5,000



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BENEFITS:

CORPORATE LEVEL **trout**\$3,500

- Designation as a **TROUT** advertiser on the TIFT website, social media, convention center, registration, weigh dock and awards ceremony
- Link exchange on tift.org
- One (1) Full Page (four color advertisement) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **TROUT** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Three (3) adult fishing registrations
- Three (3) TIFT hats
- Three (3) TIFT T-shirts
- Three (3) Official TIFT Sponsor Shirts
- Three (3) Tickets to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants



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BENEFITS:

- Designation as a **SNOOK** advertiser on the TIFT website, social media, convention center, registration, weigh dock and awards ceremony.
- Link exchange on tift.org
- One (1) Full Page (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **SNOOK** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Two (2) adult fishing registrations
- Two (2) TIFT hats
- Two (2) TIFT T-shirts
- Two (2) Official TIFT Sponsor Shirts
- Two (2) Tickets to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

CORPORATE LEVEL

snook

..... \$2,500



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BENEFITS:

CORPORATE LEVEL **flounder**\$2,000



- Designation as a **FLOUNDER** advertiser on the TIFT website, social media, convention center, registration, weigh dock and awards ceremony.
- Link exchange on tift.org
- One (1) Full Page (four color advertisements) in the official Texas International Fishing Tournament Program Book (Camera ready artwork to be supplied by June 17)
- Listing as a **FLOUNDER** advertiser on a full page ad in the program book along with other advertisers
- Permission to use TIFT logo in supportive advertising and promotional materials (subject to approval)
- Two (2) adult fishing registrations
- Two (2) TIFT hats
- Two (2) TIFT T-shirts
- Two (2) Official TIFT Sponsor Shirts
- Two (2) Tickets to the VIP Cocktail Party on Wednesday
- TIFT Commemorative Sponsor Gift
- May provide corporate promotional items to be included in the goody bags distributed to all registrants

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PROGRAM BOOK advertising

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Program Book Advertising opportunities **DO NOT** include additional benefits of corporate sponsorship.

\$1,000
FULL PAGE

Full Page (four color advertisement) in official Tournament Program Book*

\$500
HALF PAGE

Half-page (four color advertisement) in official Tournament Program Book*



* Camera ready artwork to be supplied by June 1.



BOAT LEVEL sponsor

* Camera ready artwork to be supplied by June 17.

LEVEL I

- One (1) Full Page (four color advertisements) in program*
- Listing as a **Level I Boat** advertiser in the program book
- Eight (8) adult fishing registrations
- Eight (8) Official TIFT Boat Sponsor Shirts
- Custom pennants as Boat Sponsor to be present in the challenge room and to be flown on your vessel at the tournament
- Eight (8) Tickets to the VIP Cocktail Party on Wednesday
- Cooler & Eight (8) Commemorative TIFT items

\$5,000

LEVEL II

- One (1) Full Page (four color advertisements) in program*
- Listing as a **Level II Boat** advertiser in the program book
- Four (4) adult fishing registrations
- Four (4) Official TIFT Boat Sponsor Shirts
- Custom pennants as Boat Sponsor to be present in the challenge room and to be flown on your vessel at the tournament
- Four (4) Tickets to the VIP Cocktail Party on Wednesday
- Cooler & Four (4) Commemorative TIFT items

\$2,500

LEVEL III

- One-half (1/2) Page (four color advertisements) in program*
- Listing as a **Level III Boat** advertiser in the program book
- Two (2) adult fishing registrations
- Two (2) TIFT T-shirts
- Two (2) Commemorative TIFT items

\$1,500





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2022 TIFT CONTRACT

Company Name _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Yes, our company would like to participate in the 2022 Texas International Fishing Tournament. We have selected the following advertising level:

CORPORATE LEVEL:

☐ \$20,000
Blue Marlin

☐ \$15,000
White Marlin

☐ \$10,000
Sailfish

☐ \$7,500
Tarpon

☐ \$5,000
Redfish

☐ \$3,500
Trout

☐ \$2,500
Snook

☐ \$2,000
Flounder

BOAT LEVEL:

☐ Level I
\$5,000

☐ Level II
\$2,500

☐ Level III
\$1,000

We understand that TIFT will provide us with complimentary fishing registration forms and vouchers for t-shirts and hats as outlined in the relevant level of sponsorship selected.

We ☐ or ☐ will not require exhibit space at social and weigh-in sites.

☐ Payment is attached.

☐ Please invoice our company

☐ We would also like to donate the following items to be used for the event.

Items: _____ Quantity: _____

The sponsorship agreement must be received by June 17. Sponsor must submit camera ready art for their full page color ad in the official program by June 1. Sponsor understands and is fully aware that the contributions or gifts to TIFT are NOT deductible as charitable contributions for Federal income tax purposes. In the event of tournament cancellation, all monies will be applied to next year's event.

Date: _____ Signature: _____



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