



Blue Marlin
GRAND CHAMPIONSHIP



SPONSORSHIP INFORMATION

July 13 - 18, 2027 | The Wharf ~ Orange Beach, AL

JOIN THE GREATEST SHOW IN SPORTFISHING

A sponsor partnership with the Blue Marlin Grand Championship goes beyond logo placement. It creates an opportunity for brands to engage with a highly desirable audience through an experience built around competition, luxury, hospitality, entertainment and the Gulf Coast lifestyle.

From the anticipation leading up to tournament week to the excitement surrounding the weigh-ins, the Blue Marlin Grand Championship provides sponsors with multiple opportunities to create meaningful connections with participants, spectators, clients, customers and a broader digital audience through our rapidly growing social media following.

We implement a strategic marketing approach that includes thoughtfully coordinated community partnerships, email marketing, television, social media and other digital channels to maximize brand exposure and engagement.



EVENT SNAPSHOT

Tournament Participants

- Average number of boats: 75
- Average number of Participants (Owner, Captain, Mates, Anglers): 580
- Average boat length: 69'
- Average sponsor attendees: 200

Wharf Guests and Spectators

- Estimated number of spectators on site during the event: 17,000 - 20,000
- Estimated online spectators: 30,000+
- Main Geographic Location: Southeast US
- Top 5 States attended: AL, FL, LA, MS, TX

Media Performance

- 2026 Social Media Reach (Jan-August): 11.4M
- 2026 Social Media Engagement (Jan-August): 430k+
- 2025 Social Media Reach: 13.5M
- 2025 Social Watch Time: 13,542 Hours
- Annual Average Website Traffic: 126K+ visits



EXPLORE SPONSOR LEVELS

	Diamond	Premier	Platinum	Gold
Official Category Partner	✓			
Sponsor Village Set Up	10x20	10x10	10x10	
Commercial on Jumbotron	✓	✓		
Activation space in Kick-Off Party	✓			
Priority Banner Placement in Arena	✓			
Banners in Venue Footprint	4	3	2	1
Passes to Kick Off Party	8	6	4	2
Passes to Awards Breakfast	8	6		
Passes to Sponsor Party	8	6	4	2
Official Tournament Shirts	8	6	4	
Logo + Link on Website	✓	✓	✓	✓
Logo Rotation on Jumbotron, Kick Off Party + Capt's Meeting	✓	✓	✓	✓
Welcome Post on BMGC Socials	✓	✓	✓	✓
Logo'd item in Team Bags	✓	✓	✓	✓

PRESENTING

INQUIRE FOR AVAILABILITY + PRICING

SPONSOR BENEFITS INCLUDE:

- Company logo incorporated into Official BMGC logo.
- Recognition as Presenting Sponsor in all marketing, advertising and PR efforts.
- Tournament will be referred to as "2027 Blue Marlin Grand Championship presented by *your company name*."
- Press release announcing the new partnership.
- 15 x 30 Premium location booth space located at The Wharf to showcase product/service (sponsor provides tent/display).
- 60 sec commercial (sponsor provides) to be shown on JumboTron during the Tournament Weigh Ins.
- Logo placed on banner at the base of Weigh-In Tower.
- Logo placed on Weigh-In board for weighed fish pictures.
- Promotional display table inside the private "Kick-Off" Party.
- 6 banners within the event site (sponsor provides banners - we install).
- Specialized social media spotlight on BMGC Facebook/Instagram.
- 10 Passes to Kick-Off Party on Wednesday.
- 10 Passes to Awards Breakfast on Sunday.
- 10 Passes to the Sponsor Appreciation Party on Thursday.
- 10 Official Tournament Shirts.
- Company logo on 2027 Official BMGC t-shirt sold in The Wharf Store.
- Recognition by emcee during weigh-ins and chance to speak to the crowd on Friday night.
- Access to post-tournament stats.
- Logo included on all email blasts to our database.
- Year-round logo on the Official Tournament website home page and sponsor page.
- Blue Marlin or Catch & Release Leader Board Sponsor.
- Logo included on promotional posters (print/digital) displayed in The Wharf Amphitheater during the 2027 concert season.
- Logo rotation on JumboTron during Weigh-Ins.
- Logo prominently placed on Official Tournament banner.
- Logo rotation during Kick Off Party, Captain's Meeting and Awards Breakfast.



DIAMOND

\$12,950

SPONSOR BENEFITS INCLUDE:

- Official Category Partner* (pg 10).
- 10x20 Premium location booth space located at The Wharf to showcase product/service (sponsor provides tent/display).
- 60 sec commercial (provided by sponsor) to be shown on JumboTron during the Tournament Weigh Ins.
- Promotional display table inside the private "Kick-Off" Party.
- 4 banners within the event site (sponsor provides banners - we install).
- Specialized social media spotlight on BMGC Facebook/Instagram.
- 8 Passes to Kick-Off Party on Wednesday.
- 8 Passes to Awards Breakfast on Sunday.
- 8 Passes to the Sponsor Appreciation Party on Thursday.
- 8 Official Tournament Shirts.
- Logo included on all email blast to our database.
- Year-round logo on the Official Tournament website home page and sponsor page.
- Distribution of a logo'd gift/product/service material in team bags (Estimated 90 teams).
- Logo rotation on JumboTron during Weigh-Ins.
- Logo prominently placed on Official Tournament banner.
- Logo rotation during Kick Off Party, Captain's Meeting and Awards Breakfast.

Add On Opportunities Available (pg 11)



PREMIER

\$7,950

SPONSOR BENEFITS INCLUDE:

- 10 x 10 booth space located at The Wharf to showcase product/service (sponsor provides tent).
- 30 sec commercial (provided by sponsor) to be shown on JumboTron during the Tournament Weigh Ins.
- 3 banners within the event site (sponsor provides banners - we install).
- Specialized social media spotlight on BMGC Facebook/Instagram.
- 6 Passes to Kick-Off Party on Wednesday.
- 6 Passes to Awards Breakfast on Sunday.
- 6 Passes to Sponsor Appreciation Party on Thursday.
- 6 Official Tournament Shirts.
- Logo on the official Tournament website sponsor page.
- Distribution of a logo'd gift/product/service material in team bags (Estimated 90 teams).
- Logo rotation on JumboTron during Weigh-Ins.
- Logo prominently placed on Official Tournament banner.
- Logo rotation during Kick Off Party, Captain's Meeting and Awards Breakfast.

Add On Opportunities Available (pg 11)



PLATINUM

\$4,950

SPONSOR BENEFITS INCLUDE:

- 10 x 10 booth space located at The Wharf (sponsor provides tent).
- 2 banners within the event site (sponsor provides banners - we install).
- Specialized social media spotlight on BMGC Facebook/Instagram.
- 4 Passes to Kick-Off Party on Wednesday.
- 4 Passes to Sponsor Appreciation Party on Thursday.
- 4 Official Tournament Shirts.
- Logo on the official Tournament website sponsor page.
- Distribution of a logo'd gift/product/service material in team bags (Estimated 90 teams).
- Logo rotation on JumboTron.
- Logo placed on Official Tournament Banner.
- Logo rotation during Kick Off Party, Captain's Meeting and Awards Breakfast.

Add On Opportunities Available (pg 11)



GOLD

\$2,500

SPONSOR BENEFITS INCLUDE:

- 1 banner within the event site (sponsor provides - we install).
- 2 Passes to Kick-Off Party on Wednesday.
- 2 Passes to Sponsor Appreciation Party on Thursday.
- Logo rotation on JumboTron (grouped with other Gold level sponsors).
- Distribution of a logo'd gift/product/service material in team bags (Estimated 90 teams).
- Logo on the official Tournament website sponsor page.
- Logo rotation during Kick Off Party, Captain's Meeting and Awards Breakfast.

Add On Opportunities Available (pg 11)



OFFICIAL CATEGORY PARTNER

2026 SUPPORTERS HAVE FIRST OPTION FOR 2027

RESERVED FOR DIAMOND LEVEL ONLY

2027 Available Title Categories

Subject to Change

- Official Truck
- Official Luxury Vehicle
- Official Soft Drink
- Official Beer
- Official Wine
- Official Energy Drink
- Official Eyewear
- Official Outboard
- Official Cooler
- Official Liquor (vodka, bourbon, gin, etc.)
- Official Insurance Provider
- Official Bank/Credit Union
- Official Outfitter
- Official Footwear
- Official Jeweler
- Official IV Hydration



ADD-ON OPPORTUNITIES

A HIGHLY EFFECTIVE WAY TO EXPAND YOUR BRAND EXPOSURE DURING BILLFISH WEEK + BECOME MORE INVOLVED IN "THE GREATEST SHOW IN SPORTFISHING!"

Billfish Crane Sponsor - \$15,000

- Banner displayed on the gate by the crane during tournament week. Prime location for live footage and photographs.
- 2 banners in the marlin chute where teams enter the arena
- Presenting title included on website and social media

Livestream Sponsor - \$10,000

- "Livestream brought to you by" banner on livestream feed for duration of both Friday and Saturday weigh-ins (approximately 50k+ viewers)

Registration Sponsor - \$8,000

- "Brought to you by" banner on directional signage in Event Center
- Co-branded premium bucket item provided for teams
- Banner outside of Event Center
- Logo'd pens/cups used during registration
- Social Media post with Schedule of Events "Brought to you by *sponsor name*".

Kickoff Party Presenter - \$8,000

- Logo'd cups/koozies used at bar
- 4 banners outside Event Center
- 2 Feather Flags outside Event Center
- Presenting title included on schedule of events (print/digital)
- Social Media post with Schedule of Events "Brought to you by *sponsor name*".

Awards Breakfast Presenter - \$8,000

- Logo'd cups/koozies used at bar
- 4 banners outside Event Center
- 2 Feather Flags outside Event Center
- Presenting title included on schedule of events (print/digital)
- Opportunity to speak to attendees during awards
- Social Media post with Schedule of Events "Brought to you by *sponsor name*".

Fuel Up Promo Sponsor - \$5,000

- Logo included on graphics in scheduled registration marketing push across all media outlets and E-blasts in the fall of 2026. To include: \$2k fuel credit to team "brought to you by"

Countdown Clock Sponsor - \$5,000

- "Brought to you by" on both Marlin Circle Jumbotron daily until weigh-ins begin to be seen by all Wharf property visitors Friday and Saturday (approximately 20k+ viewers)

Skycam Drone Sponsor - \$5,000

- Skycam "brought to you by" shown on Jumbotron during weigh-ins to be seen by live audience and online viewers (approximately 50K+ viewers)

Individual Fish Category Sponsor - \$3,000ea.

(TUNA, DOLPHIN OR WAHOO)

- Logo placed on division leaderboard on Jumbotron/Live stream
- Sponsor provides branded gift for 1st place winner in respective category

Hangover Clinic Sponsor - \$2,500

- Logo'd cups used for mobile bar docktail delivery
- "Brought to you by" included on schedule of events (print/digital)
- Hangover bags provided by sponsor - distributed at Captain's meeting
- Logo included on signage on mobile bar cart

Get Your Game On Breakfast Sponsor - \$2,500

- Logo'd bags used for breakfast delivery
- "Brought to you by" included on schedule of events (print/digital)
- Logo included on signage on mobile breakfast cart
- Coffee bar in captain's meeting

ASSET REQUIREMENTS

BANNER DIMENSIONS

Required 7'w X 3'h with 4 grommets across the top/bottom and 3 on each side.

Keep all text/visible logos in the center with a 2" print bleed.

Due July 1st, 2027

*Banners that do not meet required specs will not be used.

COMMERCIALS

Required specs 1920x1080 mov or mp4.

Due by July 1st, 2027 - Email to Events@CMMHQ.com

TEAM BAG ITEMS

All sponsors are required to provide a logo'd gift, item, service in the Team Bags provided at Registration.

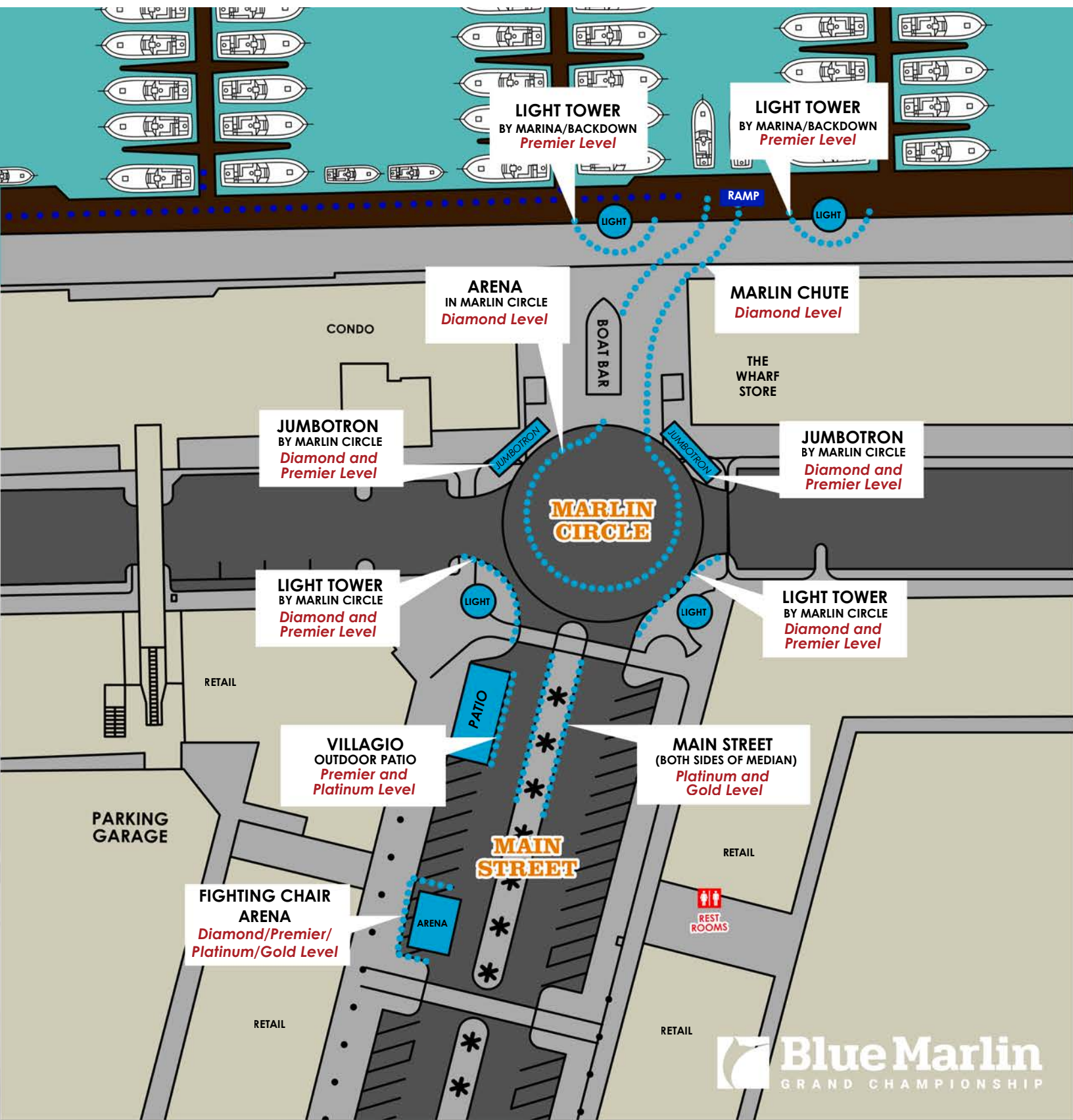
Due by July 1st, 2027

SHIPPING/DROP-OFF

The Wharf Marina
ATTN: BMGC
4851 Wharf Parkway Suite D118
Orange Beach, AL 36561



SPONSOR BANNER LOCATIONS



NEXT STEPS

CUSTOM SPONSORSHIPS AVAILABLE

Don't see exactly what you're looking for? We'd love to create a custom sponsorship that aligns with your marketing goals. Please scan below to inquire about custom opportunities.

PAYMENT

50% Deposit Due: within 15 days of signed contract.
Final Payment Due: June 1st, 2027

Checks payable to: *Blue Marlin Grand Championship*

Mail to:
1500 W 11th St
Panama City, FL 32401

QUESTIONS?

Email us at Events@CMMHQ.com or scan the QR code below to send us a message. We would love the opportunity to connect!

