

STRIKE-ZONE
FISHING OUTFITTERS

CENTRAL FLORIDA
SHOOTOUT
MAY 13-15
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40
ENTRY

MAY 13TH - 15TH, 2011
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www.centralfloridashootout.com

CENTRAL FLORIDA SHOOTOUT





2nd Annual Central Florida Shootout



We would be honored if you would join us in participating in Central Florida's premier fishing tournament, the Second Annual "Central Florida Shootout". The Central Florida Shootout is a unique charity event that benefits one of the largest and most recognizable charities in Brevard County, The Space Coast Early Intervention Center. The tournament will also benefit the Congressional Sportsmen's Foundation and provide support to the Florida Sportsmen's Caucus. This support will be used to promote recruitment and retention with a focus on youth and lady anglers to protect our fishing traditions and natural resource for years to come. In addition, the Central Florida Shootout was established to bring families, businesses, and fisherman together for a weekend of fun on Central Florida's East Coast.

This annual tournament was started by a group of Central Florida anglers and business people who noticed a great need for a large tournament that everyone from Central Florida could be involved with, instead of having multiple tournaments in various locations. They looked at the current economy and formatted this tournament to include as many anglers as possible for a reasonable entry fee, while offering good payouts.

For those of you that are not familiar with the Central Florida Shootout it is a multi-species fishing tournament (inshore, offshore & freshwater) held in different areas of Brevard County. The 2012 tournament begins with a Captains Party on Friday May 4, 2012 at Strike-Zone Fishing. The following day the anglers leave from their port of choice and have the opportunity to weigh-in at Sunrise/Grills at Port Canaveral or Sebastian Inlet Marina in Sebastian. The anglers will then meet back together on Sunday afternoon with family and friends at Grills restaurant Riverside for the awards and the Grand Prize boat giveaway. Another great aspect of this tournament is there are categories for everyone, the diehard fisherman and the families that want to spend a day on the water creating life long memories. Not to mention, all kids fish for free and receive a tournament medallion and fishing reel at the awards ceremony for simply participating. Last year the huge crowds at all the venues throughout the three days of the event really got excited and involved in the tournament. It was an event for everyone. Did I mention someone is going to win a brand new boat? Last year with over 550 tournament entries, Brevard Native Debbie Smith of Malabar was present at the awards ceremony when her name was called and she left with a boat, motor and trailer package worth over \$24,000.

The Amount of marketing that is already committed to the Central Florida Shootout for 2012 is incredible! Bright House has again offered to film a television commercial and broadcast the tournament and its sponsors throughout Central Florida well in advance of the tournament. Coastal Angler Magazine has also offered support with plans for several advertising opportunities. These are only a few examples of the quality of advertising that you will be receiving for becoming a sponsor of the tournament.

Another unique benefit to being a sponsor of the tournament is the opportunity to showcase your product or services at the Captain's Party, Weigh-ins at Port Canaveral and Sebastian and the awards ceremony at Grills Restaurant Riverside. With all the marketing and coverage this tournament is going to receive our sponsors are going to get a very large "Bang for the Buck" for a very reasonable amount of marketing dollars. Don't miss out on this opportunity to take advantage of an event that will bring people together from across Central Florida. This is a great way to get involved in the community, support a great cause, and benefit from advertising through an event that people look forward to every year.

There are many different levels of sponsorships available for this amazing event. Please see the attached sponsor form for pricing and the benefits received for each level. Should you have any questions about becoming a sponsor or about getting involved with the tournament, please call Shawn Mecchella at 321-956-3474 or by email smecchella@yahoo.com.

Thank You in advance for your support.
Sincerely,
Tournament Committee



2nd Annual Central Florida Shoot Out

Friday, May 4th—6th 2012

Captains Party Strike-Zone Fishing ♦ Melbourne, FL

Weight -ins ♦ Sunrise Marina and Grills Restaurant ♦ Port Canaveral, FL

Sebastian Inlet Marina ♦ Sebastian, FL

Join us as a Sponsor!

On behalf of the Central Florida Shoot Out (CSF) we invite you to participate as a sponsor. Sponsorship is a fantastic opportunity for a company to get their name or product out in front of several hundred anglers and spectators. We offer multiple sponsor packages that can range from being onsite during the tournament, TV advertisements, print ads, or simply having a website banner.

HIGHLIGHTS:

The Central Florida Shoot Out spans over a large diverse geographic area with a very affordable entry fee which allows everyone to participate. This year the tournament will have another phenomenal grand prize, that all participants are eligible to win. This is the first offshore tournament of the season out of Port Canaveral and the only tournament around that includes freshwater, saltwater, inshore, and offshore species. Each angler is eligible to win a new boat, motor, and trailer; simply by entering the tournament

HELPING:

The Central Florida Shoot Out is a unique charity event that benefits one of the largest and most recognized charities in Brevard County, The Space Coast Early Intervention Center.

The tournament will also benefit the Congressional Sportsmen's Foundation and will provide support to the Florida Sportsmen's Caucus. This support will be used to promote recruitment and retention for youth and lady anglers to protect our fishing traditions and natural resources for years to come.



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2012 CENTRAL FLORIDA SHOOT OUT: SPONSOR INFORMATION

Key Reasons to Participate

The Central Florida Shootout offers you the opportunity to:

- **CHARITY:** Tournament benefits a great cause (Space Coast Early Intervention Center and the Florida Sportsmen's Caucus)
- **EXPOSURE:** Enforce your brand awareness and maximize visibility in the anglers from the Central Florida area and the Space Coast
- **CONNECTIONS :** A chance to reach out to a diverse and large target specific audience.

Major Sponsor Levels

Sponsors will receive recognition through a variety of channels, based on the level of your sponsorship. See entitlement grid on following page for details.

- Titanium Level Sponsorship (\$5,000 or above)
- Platinum Level Sponsorship (\$3,000)
- Silver Level Sponsorship (\$1,500)
- Bronze Level Sponsorship (\$750)

Additional Sponsor Options

Sponsors will receive special recognition based on the level of sponsorship, including logo placement on tournament signage and at the weigh in.

- Captains Party—\$1,000 Friday night (speaking opportunity)
- Bar Sponsor — \$1,500 at captains party and weigh-ins
- Product Sponsor—(for details contact Shawn Mecchella)
- Junior Angler Pogy Bobbing Contest — \$500 (includes \$100 prize for junior winner)
- Junior Angler Medallion Sponsor — \$1000 or above (all junior anglers participating in tournament receive a tournament medallion and a fishing reel)

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Sponsors will receive special recognition through a variety of channels as described below.

Pricing & Benefits	Titanium	Platinum	Silver	Bronze
Company name displayed on grand prize boat to be displayed at multiple locations	✓			
Logo featured in all video presentations, television commercials, merchandise, and audio spots for radio	✓			
Product or company exclusivity and placement of promotional material	✓			
Recognition at Captains party and awards plus speaking time	✓			
Inclusion in all press releases, written & multimedia productions	✓	✓		
Complimentary booth or product placement at captains party, and weigh in at Sunrise and Sebastian Marina	✓	✓		
Premium placement of corporate banner at all event venues	✓	✓		
Large company logo at top of the sponsor board at both weigh-in locations, captains party and awards	✓	✓		
Company name placement on all raffle tickets/entry forms	✓	✓		
Company names on brochures	✓	✓	✓	
Company name on awards for a category of fish	✓	✓	✓	
Four angler entries	✓	Two entries	One entry	
Logo on Tournament website linked to sponsor's homepage	✓	✓	✓	
Company logo on the sponsor board at tournament weigh-in	✓	✓	✓	✓
Placement of corporate banner at all event venues	✓	✓	✓	✓
Four tournament shirts	✓	✓	✓	✓
Company logo on tournament shirt	✓	✓	✓	✓

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