



# BERMUDA TRIPLE CROWN

2023 MEDIA KIT



**BONNIER**  
EVENTS



**AFFLUENT.**

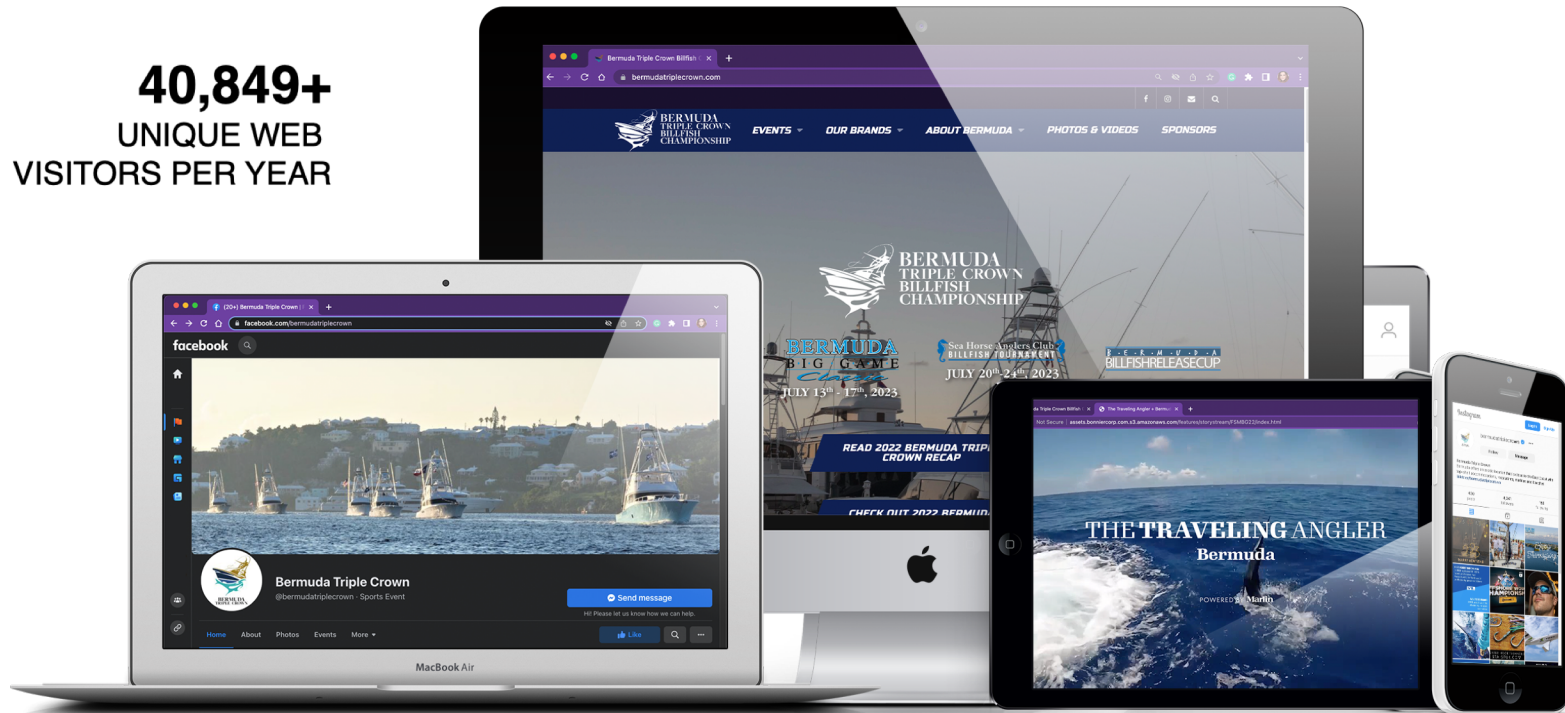
**PASSIONATE.**

**SPIRITED.**

An angler's dream, Bermuda offers an exotic location that is close to the East Coast, with top-notch accommodations and world-class marlin fishing. The pursuit of world-record-size blue and white marlin draw some of the finest sport-fishing vessels in the Atlantic, Gulf and Caribbean to Bermuda each summer to compete in the Bermuda Big Game Tournaments.

## BRAND OVERVIEW

**40,849+**  
UNIQUE WEB  
VISITORS PER YEAR



BermudaTripleCrown



BermudaTripleCrown.com



@bermudatriplecrown

6,000+  
EMAIL  
SUBSCRIBERS

11,800+  
SOCIAL MEDIA  
AUDIENCE

8  
VIDEOS  
HOSTED

3,700+  
VIDEO  
PLAYS

110,000  
DIGITAL  
IMPRESSIONS

## AUDIENCE PROFILE

Bermuda Big Game Tournament participants represent some of “the best of the best” in the sport-fishing industry. They are a dynamic, audacious market whose thrill for the sport stems from the challenge. Large disposable incomes, passion for the sport and their influential and experiential nature make them the elitists in the industry.

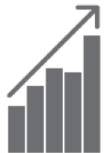
### DEMOGRAPHICS



Average Household Income  
**500,000**



**48**  
Average AGE



Average Net Worth  
**\$10 MILLION**



Married  
**86%**



Average Boat Length  
**60'**



COLLEGE Educated  
**89%**



# 2023 BERMUDA TRIPLE CROWN EVENTS SCHEDULE

		
<p>July 3<sup>rd</sup> – 7<sup>th</sup> , 2023</p>	<p>July 13<sup>th</sup> – 17<sup>th</sup> , 2023</p>	<p>July 20<sup>th</sup> – 24<sup>th</sup> , 2023</p>
<p>The Bermuda Billfish Blast marks the start of the Bermuda Triple Crown Series and works in conjunction with the July 4th Blue Marlin World Cup, which has been won in Bermuda six times. This event provides a purse of over \$350,000 and sets the pace for the Triple Crown.</p>	<p>The Bermuda Big Game Classic is the crown jewel and second leg of the series. With a \$400,000 purse, nightly parties and quality prizes, the Classic is the largest event in the series, attracting some of the wealthiest anglers in the industry.</p>	<p>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 champion boat crew and anglers receive an awards package including the coveted Bermuda Triple Crown Championship rings and \$300,000 in prize money.</p>

## EXTENSIVE OUTREACH

The 2023 Bermuda Triple Crown Sponsorship programs include a comprehensive campaign with national advertising, digital and direct-mail promotion, tournament slideshows and video and a tournament specific magazine – your brand will gain consistent exposure and engage our audiences.



### DIGITAL

› Inclusions in custom emails, live tournament scorekeeper, in tournament (slide show and event video) website.

### ON-SITE

› Sponsor introduction, display and sales opportunities and engagement during hospitality events and weigh-ins.

### SOCIAL

› Presence in Facebook event promotion to large audience of tournament anglers, boat owners and active fishermen.

# ADDITIONAL DIGITAL EXPOSURE

## LIVE SCOREKEEPER

The live scorekeeper is a real time scoreboard that engages anglers around the world with up to date tournament stats.



Visitors:

**15,570 FROM  
50+ COUNTRIES**



Page Views:

**364,300+**



Visit Duration:

**1 HR 5 MIN  
5 SEC**



Real Time Scoreboard:  
**30 DAY STATS**



PRESENTED BY **BONNIER**  
EVENTS

## FOR MORE INFORMATION

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