



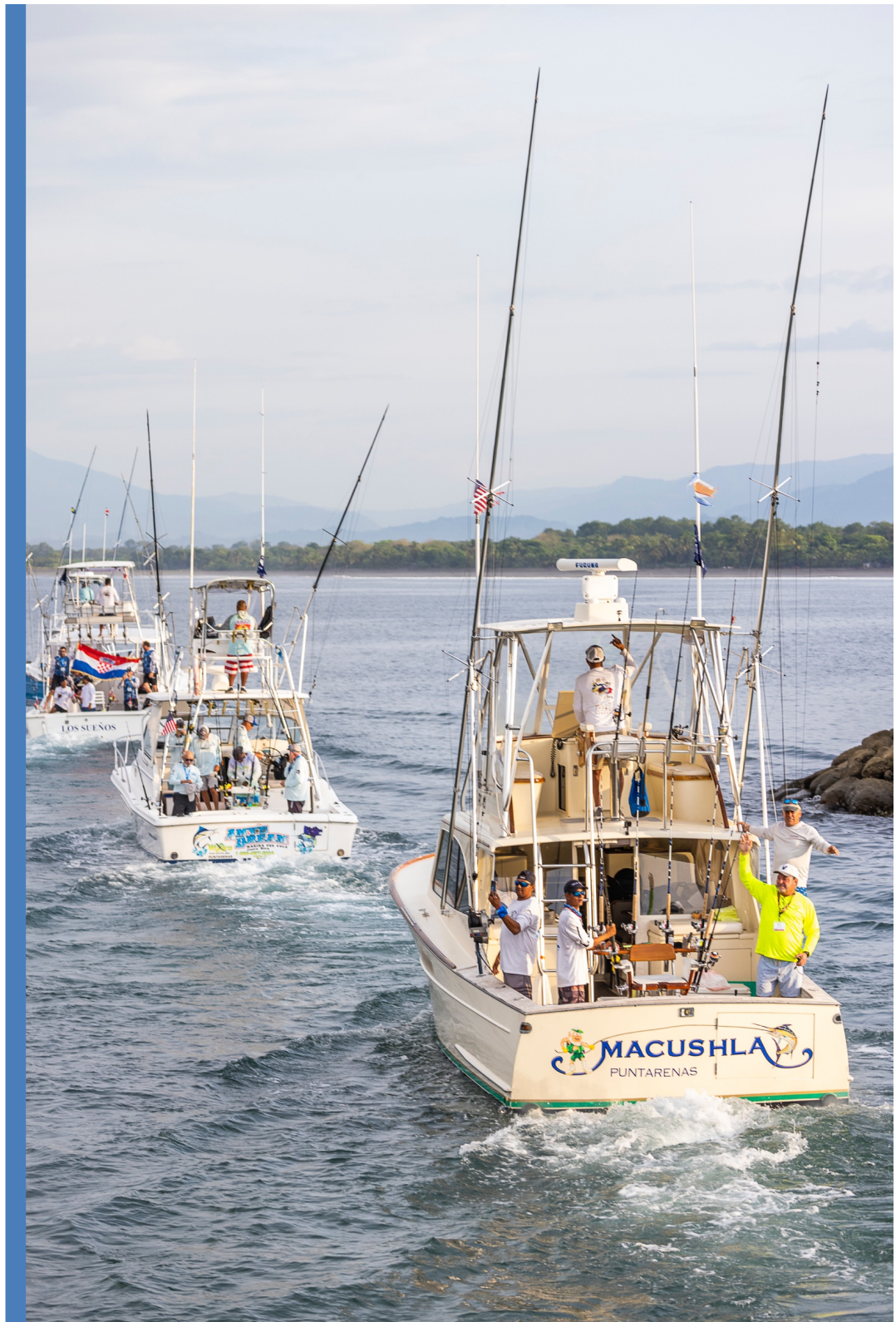
COSTA

OFFSHORE WORLD CHAMPIONSHIP

PRESENTED BY



2023 MEDIA KIT



UNIQUE. PRESTIGIOUS. INTERNATIONAL.

The Costa Offshore World Championship is the largest offshore fishing tournament series in the world.

Before having the luxury of competing in this prestigious event, teams must qualify to receive an invitation. Once eligible, Quepos, Costa Rica, is where these big-game anglers will travel to in Spring of 2023 at the Offshore World Championship.

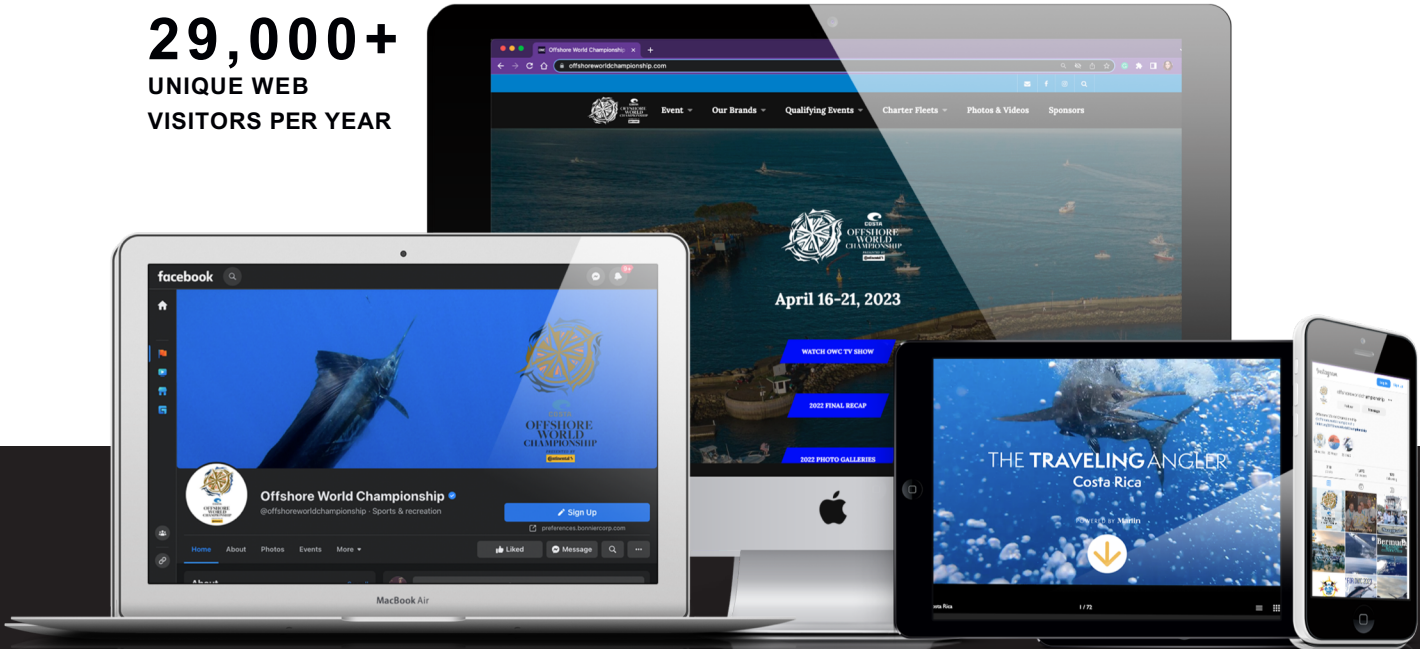
No other tournament series or championship event gains as much international coverage or hits the sport's elite global participants like the Offshore World Championship.

Associate your company with the best in the industry. Partnership includes a 12-month integrated marketing program with international advertising, on-site promotion and sales, a well publicized website, direct-mail and e-mail campaigns, on-site slideshows and videos, social media and a tournament specific magazine.



BRAND OVERVIEW

29,000+
UNIQUE WEB
VISITORS PER YEAR



 [offshoreworldchampionship](https://www.facebook.com/offshoreworldchampionship)

 www.offshoreworldchampionship.com

 [offshoreworldchampionship](https://www.instagram.com/offshoreworldchampionship)

6,000+
EMAIL
SUBSCRIBERS

8,800+
SOCIAL MEDIA
AUDIENCE

2
VIDEOS
HOSTED

16,000+
VIDEO PLAYS

LIVE SCOREKEEPER WEBSITE

165,000 PAGE VIEWS | 22,142 VISITORS | UNIQUE VISITORS FROM 52+ COUNTRIES

OffshoreWorldChampionship.com

AUDIENCE PROFILE

100 Costa Offshore World Championship Series qualifying events are attended by seasoned anglers who compete from around the world.

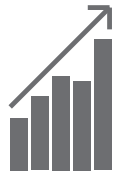
DEMOGRAPHICS



Average Household Income
299,000



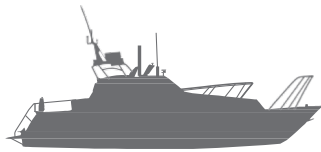
48
Average AGE



Average Net Worth
\$1.5 MILLION



Married
86%



Average Boat Length
48'



COLLEGE Educated
89%

LIVE SCOREKEEPER

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



Visitors:
**22,412 FROM
50+ COUNTRIES**



Page Views:
165,000+



Visit Duration:
49 MIN 56 SEC



Real Time Scoreboard:
30 DAY STATS

SOCIAL

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



ON-SITE OUTREACH

Business-to-consumer and experiential marketing prove to be the most effective tool for sponsors. As a sponsor, your brand will connect with your target market face-to-face within a high-energy, meaningful atmosphere.



> Sponsor introduction, presence and an opportunity to represent your company at hospitality events and private parties.

> Signage, logo inclusion and literature distribution.

> Inclusion in tournament slideshow and event video.

> Product sales opportunity.

> Engage with 1,000+ participants and spectators at the event.

ON-SITE EXPOSURE

Business-to-consumer and experiential marketing prove to be the most effective tool for sponsors. The Offshore World Championship hosts the most diverse and devoted anglers every year. As a sponsor, you will have the unique opportunity to build relationships with anglers from around the world at this prestigious event.

OPPORTUNITY FOR ENGAGEMENT INCLUDES:

- Sponsor introduction, presence, company representation and sales opportunities at hospitality events and private parties
- Signage, logo inclusion and literature distribution
- Inclusion in tournament slideshow and event video

Additional marketing at **100+** events with recognition on qualifying tournament banner, Offshore World Magazine and more.

On site engage with **400+** participants and guests. No other tournament series or championship event gains this much international coverage.



EXTENSIVE OUTREACH

The 2023 Costa Offshore World Championship Sponsorship program includes a comprehensive campaign with international advertising, digital and direct-mail promotion, on-site slideshows and videos and a tournament specific magazine – your brand will gain consistent exposure and engage with our audiences.

SPONSORSHIP COMPONENTS

PRINT:

- › Logo inclusion on national advertising in *Sport Fishing*, *Salt Water Sportsman*, and *Marlin* magazines

DIGITAL:

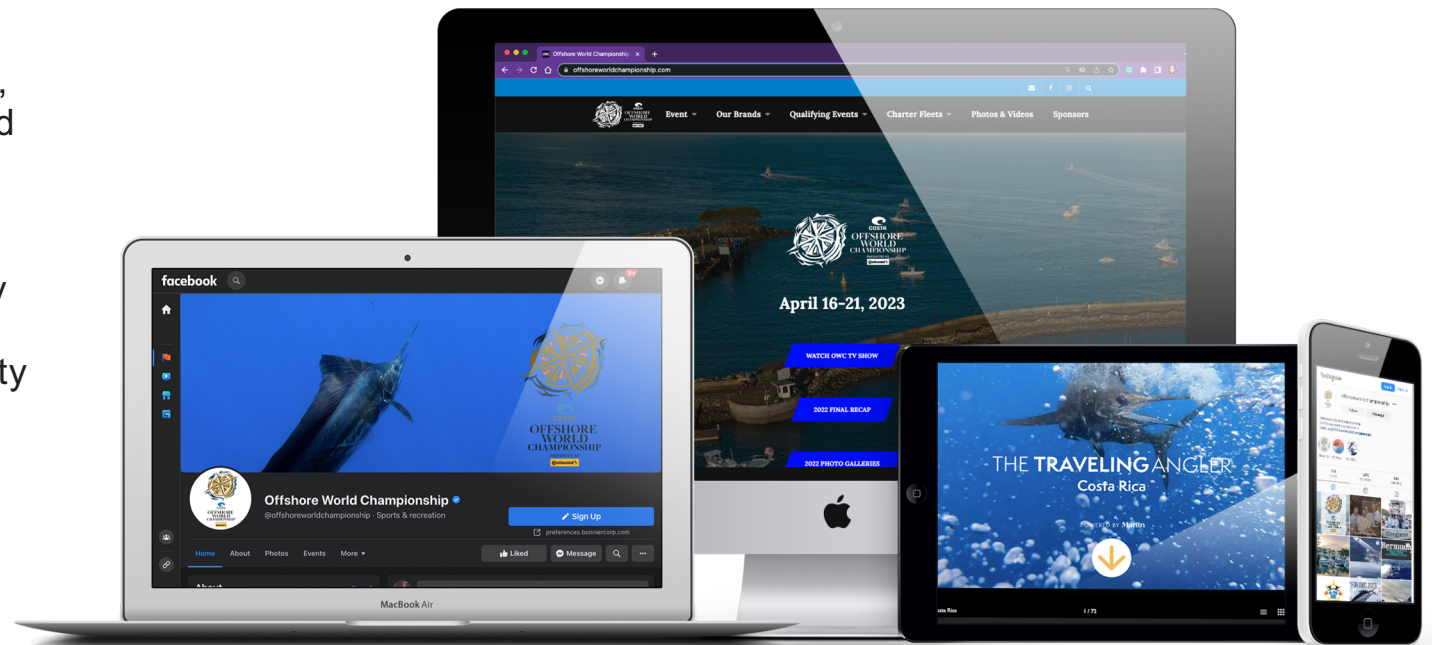
- › Inclusions in custom emails, live tournament scorekeeper, in tournament slide show and event video

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





COSTA

**OFFSHORE
WORLD
CHAMPIONSHIP**

PRESENTED BY
Continental

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PRESENTED BY

Marlin **SPORT FISHING** **SaltWater**
SPORTSMAN