



SCRUB ISLAND INVITATIONAL

Leg 1: August 27 - 31, 2023

Leg 2: August 31 – September 4, 2023

2023 MEDIA KIT





AFFLUENT.
PASSIONATE.
SPIRITED.

The **Scrub Island Invitational Billfish Series** is comprised of two three-day fishing tournaments with an impressive lineup of boats competing for the coveted series title. Enjoy the beauty of Scrub Island Resort & Marina in the British Virgin Islands and fishing the famous North Drop renowned for incredible numbers of blue marlin.



Leg 1 Schedule

Sunday,
August 27

- 4:00 PM - 6:00 PM: Final Registration
- 7:00 PM: Captains Meeting, Kick-off Party, *Scrub Island Resort & Marina*

Monday,
August 28

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video Check-in

Tuesday,
August 29

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video Check-in

Wednesday,
August 30

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video Check-in

Thursday,
August 31

- 7:00 PM: Leg 2 Awards Banquet, *Scrub Island Resort & Marina*



Leg 2 Schedule

Thursday, August
31

- 3:00 PM - 6:00 PM: Final Registration
- 6:00 PM: Captains Meeting, Kick-off Party, *Scrub Island Resort & Marina*

Friday,
September 1

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video
Check-in

Saturday,
September 2

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video
Check-in

Sunday,
September 3

- 8:30 AM: Start
- 4:30 PM: Lines Out
Release Video
Check-in

Monday,
September 4

- 6:00 PM: Leg 2 Awards Banquet, *Scrub Island Resort & Marina*

BRAND OVERVIEW



6,000+
EMAL
SUBSCRIBERS

1,160+
SOCIAL MEDIA
AUDIENCE

AUDIENCE PROFILE

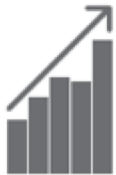
DEMOGRAPHICS



Average Household Income
500,000



53
Average AGE



Average Net Worth
\$10 MILLION



Married
86%



Average Boat Length
60'



COLLEGE Educated
89%



EXTENSIVE OUTREACH

Business to consumer marketing proves to be the most effective tool for sponsors. *The Scrub Island Billfish Invitational* will host the most affluent and devoted anglers. As a sponsor, you will have the unique opportunity to build relationships with anglers face to face in a relaxed atmosphere.



DIGITAL

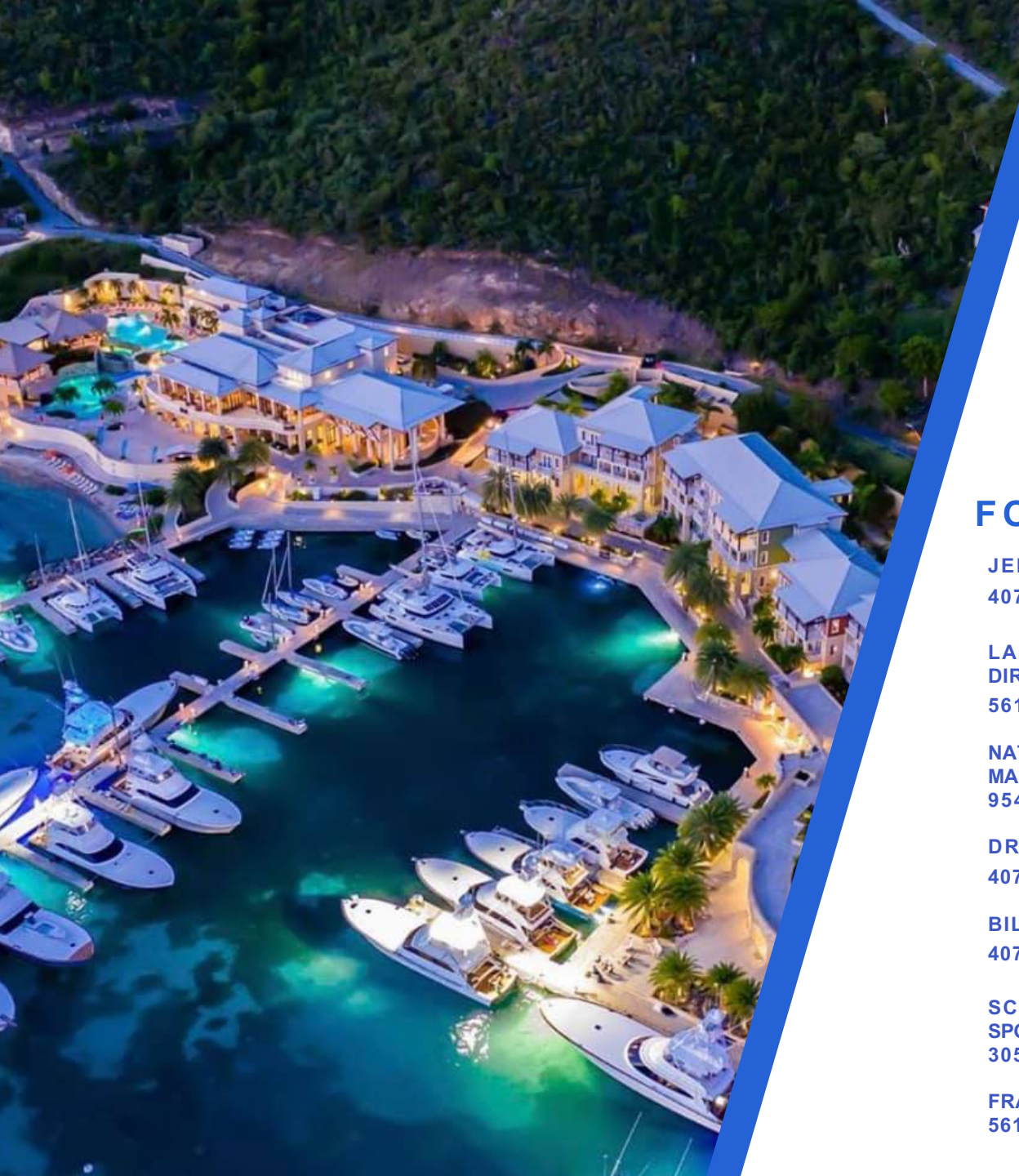
- › Inclusions in custom emails, live tournament scorekeeper, in tournament (slide show and event video) website, Story Stream

ON-SITE

- › Sponsor introduction, display and sales opportunities and engagement during hospitality events and weigh-ins Video/Slide Show/Photography

SOCIAL

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



**SCRUB ISLAND
INVITATIONAL**

PRESENTED BY

**BONNIER
EVENTS**

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