

**Atlantic Canada's
Largest
Smallmouth Bass
Tournament**

**MAY 16 - 19,
2024**



DESTINATION NACKAWIC SMALLMOUTH OPEN

SPONSORSHIP OPPORTUNITIES





WELCOME TO THE DESTINATION NACKAWIC SMALLMOUTH OPEN

ATLANTIC CANADA'S LARGEST SMALLMOUTH BASS TOURNAMENT

Destination Nackawic is located on the Saint John River (Wolastoq) in the Nackawic-Millville Rural Community and home of the World's Largest Axe. In 2023, Destination Nackawic partnered with the New Brunswick Sportfishing Association, N.B. Bass Tour, and AV Group to showcase the world class smallmouth bass fishing on the Saint John River by creating the Destination Nackawic Smallmouth Open. In its inaugural year, the tournament offered the largest prize pool in Atlantic Canada and hosted 60 teams from across Atlantic Canada, Ontario, and New York. The Fish'n Canada Show filmed an episode of their weekly fishing show during and following the tournament that will be aired in early 2024. The 2023 tournament featured:

- Top prize of \$10,000 and cash payouts to top 10 teams.
- Daily Lunker prizes sponsored by AV Group of \$1,250 per day.
- Many random prizes drawn for competitors from various sponsors.

2024 DESTINATION NACKAWIC SMALLMOUTH OPEN

BUILDING ON THE SUCCESS OF 2023

The 2024 tournament will run from May 16th to May 19th 2024. May 16th and 17th (until noon) will be pre-fishing days ahead of the competition days on the 18th and 19th. Our goal for 2024 is to attract more teams to the tournament and from other regions such as Quebec, Ontario, and Maine USA. To do that, we are proposing the following changes.

- Top prize of \$15,000, cash payouts to top 20 teams (trophies to top 3 teams). Teams 11 through 20 will win their registration back.
- Daily Lunker prizes \$1,250 per day.
- Many random prizes drawn for competitors from various sponsors.
- Youth fishing derby on the waterfront at Big Axe Marina.
- Online registration. Live streamed Opening / Closing Ceremonies & Weigh-ins.



EVENT BUDGET TOTAL -	\$65,000
CASH PRIZES -	\$45,000
SITE LOGISTICS & TOURNAMENT OFFICIALS -	\$15,000
YOUTH TOURNAMENT / OPENING & CLOSING CEREMONIES -	\$5,000



2024 Destination Nackawic Smallmouth Open

Sponsorship Opportunities

Platinum: \$7,500 + (Cash or In-kind)

Benefits:

- Sponsor name/logo used at all times in association with the event as the “Exclusive supplier of”.
- Sponsor logo on all “on-site” and remote event banner(s) and signage.
- Sponsor logo on all event web and social media sites.
- Sponsor logo on all event media event back-drops.
- Sponsor name included in all media releases.
- Logo listed in sponsorship page in event handbook.
- Full page sponsor ad in event handbook.
- Opportunity to speak at opening and/or closing ceremonies.

Gold: \$5,000 - \$7,499 (Cash or In-kind)

Benefits:

- Sponsor name/logo used at all times in association with the event.
- Sponsor logo on all “on-site” and remote event banner(s) and signage.
- Sponsor logo on all event web and social media sites.
- Sponsor logo on all event media event back-drops.
- Sponsor name included in all media releases.
- Logo listed in sponsorship page in event handbook.
- Full page sponsor ad in event handbook.

Silver: \$2,500 - \$4,999 (Cash or In-kind)

Benefits:

- Sponsor logo on all “on-site” and remote event banner(s) and signage.
- Sponsor logo on all event web and social media sites.
- Sponsor logo on all event media event back-drops.
- Sponsor name included in all media releases.
- Logo listed in sponsorship page in event handbook.
- 1/2 page sponsor ad in event handbook.

Bronze: \$1,000 - \$2,499 (Cash or In-kind)

Benefits:

- Sponsor logo on all “on-site” and remote event banner(s) and signage.
- Sponsor logo on all event web and social media sites.
- Sponsor logo on all event media event back-drops.
- Logo listed in sponsorship page in event handbook.

Friends of Destination Nackawic Smallmouth Open : up to \$999 (Cash or In-kind)

Benefits:

- Sponsor logo on all event web and social media sites.
- Logo listed in sponsorship page in event handbook.

NOTE - In-kind is to be calculated at sponsor's cost; **not** retail value





2024 Destination Nackawic Smallmouth Open

Sponsorship Form

ORGANIZATION NAME:

ADDRESS:

TELEPHONE:

CONTACT NAME:

EMAIL:

WEBSITE:

SPONSORSHIP LEVEL—PLEASE INDICATE

- ☐ PLATINUM LEVEL: \$ 7,500+ (CASH OR IN KIND)
- ☐ GOLD LEVEL: \$ 5,000 TO \$ 7,499 (CASH OR IN KIND)
- ☐ SILVER LEVEL: \$ 2,500 TO \$ 4,999 (CASH OR IN KIND)
- ☐ BRONZE LEVEL: \$ 1,000 TO \$ 2,499 (CASH OR IN KIND)
- ☐ FRIEND OF D.N.S.O. LEVEL: UP TO \$ 999 (CASH OR IN KIND)

Please remit payment along with completed form to:

Destination Nackawic Economic Development Corporation

115 Otis Drive,

Nackawic, N.B. E6G 2P1

Attention: Destination Nackawic Smallmouth Open

TOURNAMENT ORGANIZERS

TIM FOX

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TANYA FOX

Tournament Lead Organizer

Destination Nackawic Economic Dev. Corp.

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