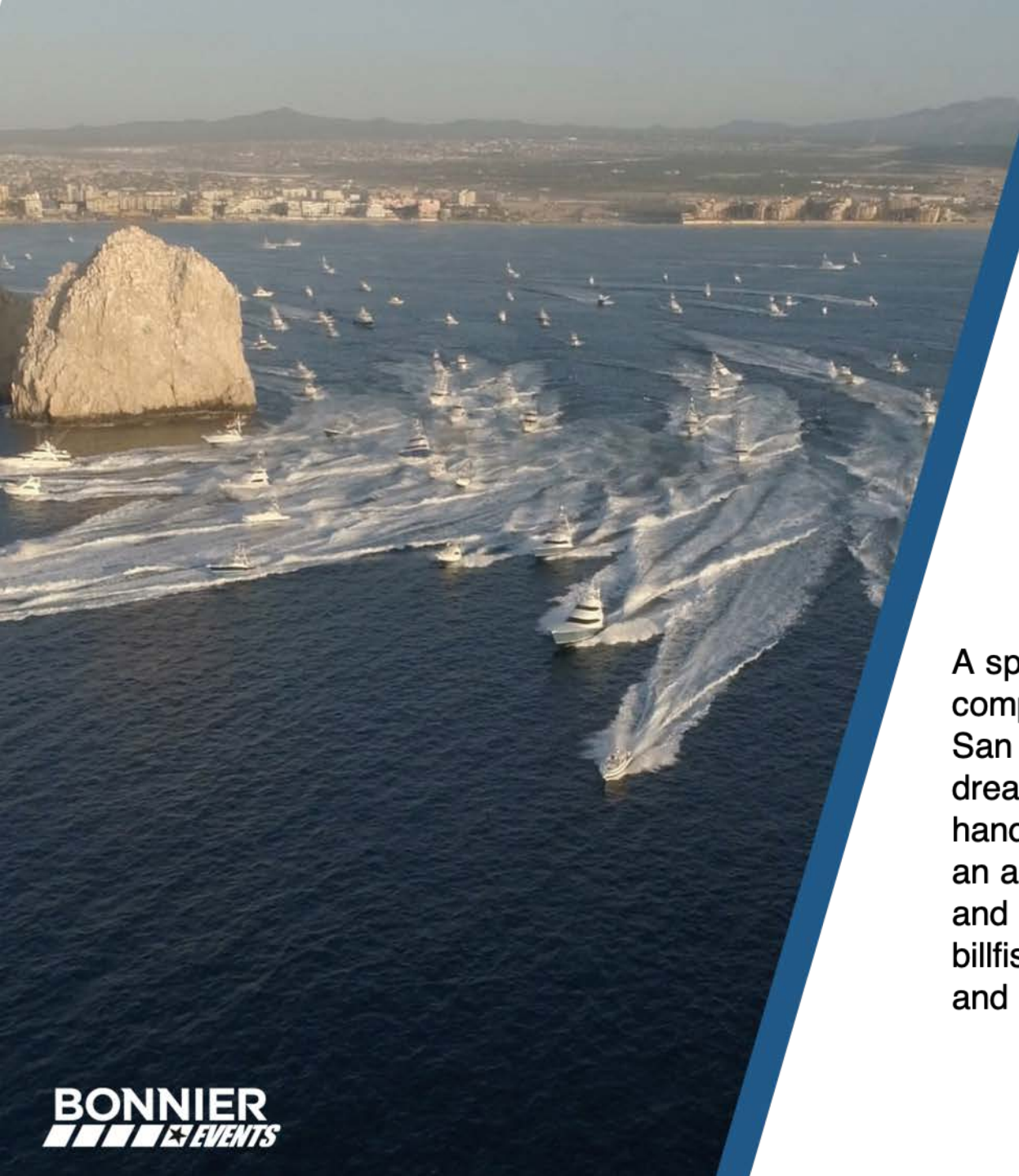


LOS CABOS

BILLFISH TOURNAMENT

2020 MEDIA KIT





ACTIVE.

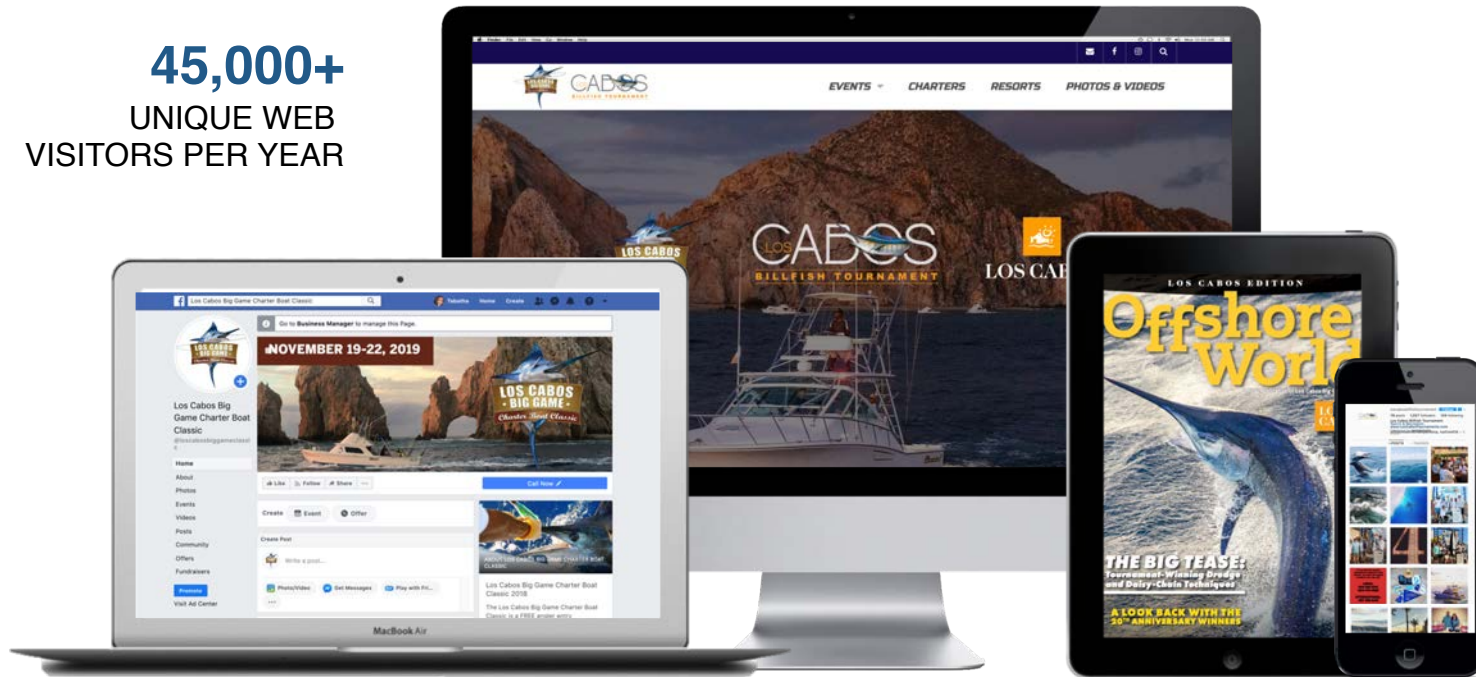
COMPETITIVE.

PASSIONATE.

A special breed of angler is driven to compete in billfish tournaments. Cabo San Lucas is the competitive angler's dream. Big money and big fish go hand in hand south of the border, with an all-star lineup of accommodations and activities. Each October, kick off billfish season in Cabo - fish all day and party all night.

BRAND OVERVIEW

45,000+
UNIQUE WEB
VISITORS PER YEAR



LosCabosBillfishTournament



LosCabosTournaments.com



@loscabosbillfishtournament

OFFSHORE WORLD DISTRIBUTION

6,000+
EMAIL
SUBSCRIBERS

6,325+
SOCIAL MEDIA
AUDIENCE

20
VIDEOS
HOSTED

2,000
VIDEO
PLAYS

350
PARTICIPANTS

4,000
PRINT
COPIES

110,000
DIGITAL
IMPRESSIONS

AUDIENCE PROFILE

Los Cabos Billfish Tournament anglers represent the most elite group of fisherman in the sport-fishing industry. They are an active, adventurous market whose passions are inspired by the ocean. They are affluent, educated anglers, who build their lifestyles around a love for billfishing and all that comes with it.

DEMOGRAPHICS

AVERAGE
HOUSEHOLD
INCOME
\$310,000

49
AVERAGE AGE

MARRIED
77%

AVERAGE NET WORTH
\$2.2 Million

78%
BOAT OWNERS

COLLEGE EDUCATED
87%



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.

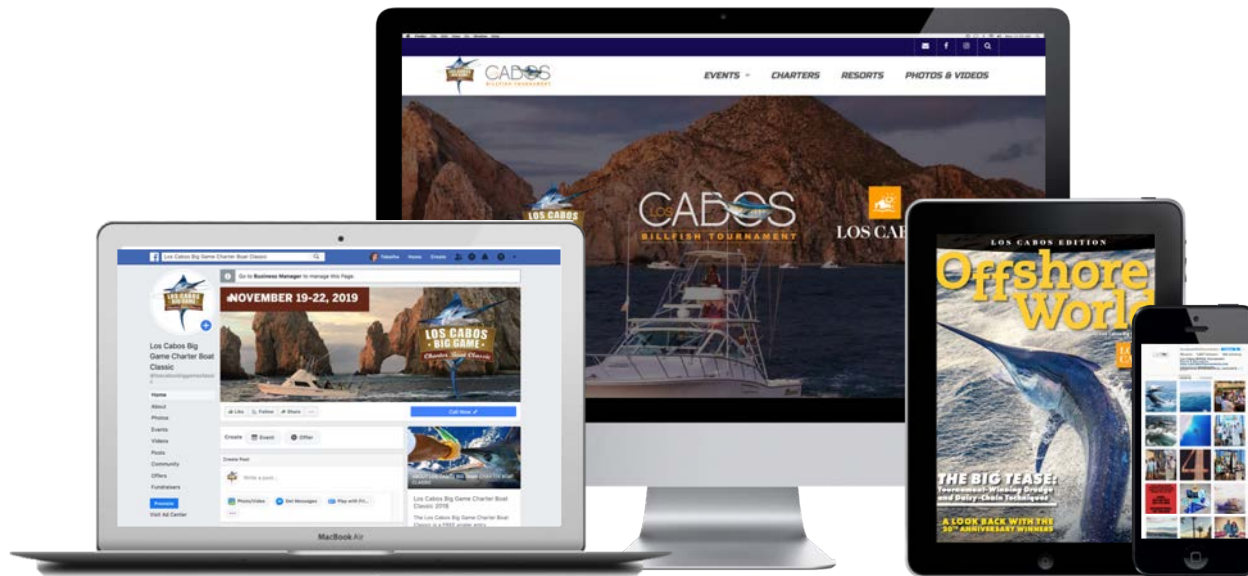
> Inclusion in tournament slideshow and event video.

> Product sales opportunity.

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

EXTENSIVE OUTREACH

The 2020 Los Cabos Billfish Tournament 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.



PRINT

- › Sponsor advertising and brand presence in Offshore World Magazine Los Cabos Edition.
- › Logo inclusion on national advertising in Salt Water Sportsman, and Marlin magazines.

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

TOURNAMENT MAGAZINE

Award-winning editorial staff and photographers produce a top quality magazine, allowing readers to access this information on any platform 24/7. Thousands of copies will be distributed to our mailing list of affluent tournament participants and sport fishing yacht owners.



LIVE SCOREKEEPER

The 2020 Los Cabos Billfish Tournament program is sure to engage anglers worldwide.

1 LIVE SCOREKEEPING WEBSITE



Unique Page Views
17,000



Total Page Views:
93,000



Visit Duration:
10 MIN 11 SEC



Real Time Scoreboard:
30 DAY STATS



LOS CABOS

BILLFISH TOURNAMENT

PRESENTED BY **BONNIER**
EVENTS

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