



TOWERS & TAILS
RENA-BISHOP
INAUGURAL

Broadbill

BAASH

OCEAN CITY, MD

W E L C O M E



1ST ANNUAL BISHOP BROADBILL BASH

It is with tremendous enthusiasm that we announce the first annual Bishop Broadbill Blast October 16th-18th, 2020. We are asking for the community's support to make this event as successful and fulfilling as possible. This event is being Hosted by Sunset Marina and Sunset Grille.

The Bishop Broadbill Bash is being held in Honor of Rena Bishop and her fight against Breast Cancer. Rena has been a beloved member of the Ocean City community and the Sunset Team dating back to the year 2010. Rena's infectious smile and super positive personality has captured the hearts of many, generating memories that will remain for years to come. It is for this love that the Fisherman and the local community are rallying around Rena to support her in this very difficult time.

Several avid fishermen have been discussing organizing a fall offshore tournament that would feature Broadbill Swordfish. It has only been in the last few years that our local fleet has been successful in targeting and catching these magnificent creatures of the deep. As plans for a Swordfish event were beginning to come together, Rena's situation was becoming clearer. It was at that moment it seemed to be fate that the plans for this event and Rena's diagnosis had come together. Rena has expressed a great passion for this event and its purpose of bringing together the local community and our fishermen. The Rena Bishop Broadbill Blast will raise funds in 2020 and beyond for Atlantic General Hospital and the John H. "Jack" Burbage, Jr. Cancer Center. It is Rena's wish that others will be able to enjoy the same type of care and compassion that she has in her time of need.

We respectfully ask you to support Rena's vision of raising awareness and money for her fight and future fights against this terrible disease. Please become a contributing sponsor today by contacting Hillary Mozeik (443) 944-5978, hillary@ocsunsetgrille.com or Paige Hill Murphy at (970) 531-7672, paigehillmurphy@outlook.com.

We Thank You for Your Support!!



RENA BISHOP'S INAUGURAL BROADBILL BASH

In early 2020, Rena Bishop was diagnosed with Stage 4 Triple Negative Metastatic Breast Cancer. This cancer is extremely aggressive, develops secondary formations outside of the initial and primary sites, and is currently incurable. In extreme attempts to broadcast the most genuine meaning behind “fight with all of your might,” we would like to invite you to the first ever Rena Bishop Inaugural Broadbill Bash fishing tournament. All proceeds will be donated to the local John H. “Jack” Burbage, Jr. Regional Cancer Care Center, Rena’s current treatment center.

With both parents in the Navy, Rena has experienced life in several places. In 1999, she moved to the Eastern Shore of Maryland to pursue a degree in Computer Science and Business at the University of MD Eastern Shore. In making the decision to reside in Ocean City, life became tough. Through these times, she demonstrated the importance of recognizing life struggles, understanding the ability to overcome hardships, and finding a home in those who surround you.

“My mission in founding this tournament is to express the importance in fighting to live, instead of living to die. Everyone in life serves a purpose, and I do not plan on leaving this Earth without serving mine. This is my next chapter, my chance to remind people to give it all you have got. It’s important that people remember to keep smiling. I always have been and always will be, no matter where I end up.”

Rena has been a loyal employee of Sunset Grille for 10 years. With the restaurant being located as Sunset Marina fishing soon became a lifestyle for Rena, allowing her to travel the world, expand her horizons, and truly feel more alive than ever before. Through this experience, she hopes to find sponsors and fishermen alike, who are not just ready to fight for cancer relief but fight to win!

This three-day tournament fully grasps the illuminating thrill of being a part of something meaningful and powerful, while coming together in support of Rena and the local community. Rena thanks you from the bottom of her heart for the constant support and is ecstatic to check this major moment off her bucket list!

TO BENEFIT: THE BURBAGE REGIONAL CANCER CARE CENTER



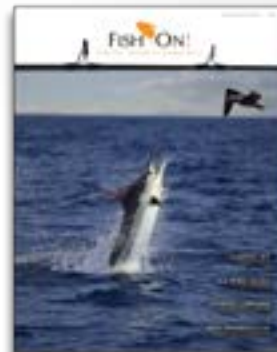
A Regional Cancer Care Center that serves Worcester County and the surrounding area was an idea that had been in the works for many years. It was developed based upon the unique needs of the community, a decade's worth of cancer research and support by the Campaign for the Future. The vision for what is now the John H. "Jack" Burbage, Jr. Regional Cancer Care Center was one convenient and centrally located, close-to-home facility for the comprehensive care and treatment of individuals with cancer and blood disorders.

Research shows cancer as a leading cause of death in the United States. In Maryland and Delaware the incidence of cancer is higher than the national average. Even more concerning, the mortality rate for Worcester and Sussex County residents diagnosed with cancer is nearly 10 percent higher than for the state of Maryland.

In June of 2017, construction for the 18,000 square-foot center commenced. Just over one year later, on June 27, 2018, the center welcomed its first patients. The John H. "Jack" Burbage, Jr. Regional Cancer Care Center combines personalized care and advanced technology, allowing patients to focus on their healing, while caregivers at the center coordinate to help them move smoothly through the steps of their cancer diagnosis and treatment, all while staying close to home.

In addition to previously available medical oncology and chemotherapy infusion services and integrative therapies, the center includes radiation oncology; PET/CT imaging; laboratory services; community education and support facilities; and telemedicine technology that allow patients and their physicians to consult with other cancer care experts at the University of Maryland Greenebaum Cancer Center, preventing unnecessary travel for consultation and follow-up care for patients who may require more intensive cancer care services.

What began as an idea, a wish really, has become a reality. With hard work and the generous philanthropic support of our community, our friends, family and neighbors now have access to the best in cancer care right here in Worcester County.



FISH ON! Magazine

PRICE:

Free

PRODUCTION:

12,000 annually

DISTRUBTION

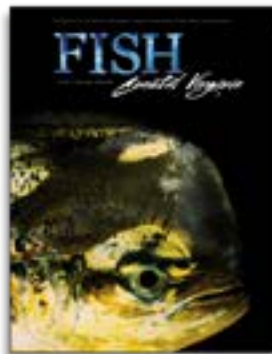
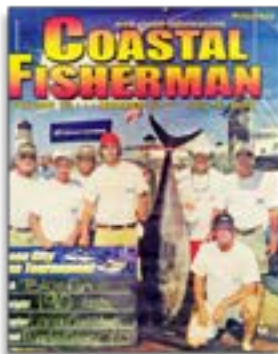
Hotels, marinas, tournaments, tackle shops, and select tourism locations

YEAR ROUND PRESENCE

FISH ON! Magazine

Our nationally recognized **FISH ON!** Tournament Magazine reaches sport fisherman all over the country. Produced annually to kick off the season, the high-end, 140+ page magazine highlights our sponsors, provides offshore editorial coverage, showcases the previous tournament winners, and provides fishing insights by the industry's top writers.

FISH ON! Is distributed all over Ocean City and is supported by the travel and tourism department citywide. It's available at all of the marinas and also distributed during the White Marlin Open, the world's largest Billfish tournament with payouts over six million dollars.



WHERE WE ADVERTISE our TOURNAMENTS

Our marketing strategy includes full-page and half-page marketing in highly respected fishing publications that target traveling sport fishermen. ***In The Bite*** is regarded as the best fishing publication to reach anglers, captains, owners and mates. ***The Coastal Fisherman*** has a deep presence in Maryland, Virginia and Delaware. ***The Fishing Guide*** and ***Fish Coastal Virginia*** are the official fishing publications for the Coastal Virginia Tourism marketing board. 50,000 of these publications are distributed throughout Virginia and North Carolina, all regions where our participants are located.

Our ads promote the tournament and for some of the placements, our sponsors as well.



FIND US ON FACEBOOK

All year long the Sunset Marina and Ocean City Fishing Center (sister marinas owned by the same company) promote the tournament to our 12,000 followers. Months in advance, posts include pre-signups, rule changes, and entertainment updates. We also promote sponsors and their products.

During the tournament, live streams and daily updates are focused on sponsor specials and family events for those not fishing. Once the weigh station opens, our social media keeps our fans around the world updated as to which boats are leading at any given time.

Custom advertising packages are available for promoting your company and products on our social media during the events.

www.ocbroadbillbash.com

SPONSORS



Our tournaments draw more than 50 corporate sponsors for all our events.
Here are just a few of our sponsors that join us every year.



SPONSORSHIP PACKAGES

- * All prices listed are at a discounted rate for the year 2020
- * All sponsorship packages are limited to the year 2020, and are projected to expand in 2021
- * PROMOTIONAL ITEMS FOR CAPTAIN'S BAGS/BUCKETS ARE WELCOMED BY ALL



Ms. Broadbill Honorable Mention \$ 500.00

- Name mentioned on all printed materials
- Promotional items in Captain's giveaway bags/buckets

TUNA \$ 1,500.00

- Banner placement, small 57" x 48" banner
- Logo featured on the tournament website
- Recognition on Social Media
- Logo featured on the tournament and Sunset Marina's Digital Leaderboard
- Logo on custom Tournament Shirts
- Promotional items in Captain's giveaway bags/buckets



WAHOO \$1,000.00

- Banner placement, Small 57" x 48" banner
- Logo featured on the tournament website
- Recognition on Social Media
- Logo featured on the tournament and Sunset Marina's Digital Leaderboard
- Promotional items in Captain's giveaway bags/buckets

SWORDFISH \$2,500.00

- Banner placement, Large 57" x 98" banner
- Logo featured on the tournament website
- Recognition on Social Media
- Logo featured on the tournament and Sunset Marina's Digital Leaderboard
- Logo on custom Tournament Shirts
- Promotional items in Captain's giveaway bags/buckets
- Your company's/brand shirt worn by Sunset Marina & Sunset Grille staff on 1 fishing day *

* This is limited to the first sponsorship donors at this level

- To fulfill our obligation to sponsorship printing, the balance for total sponsorship will be due by October 3, 2020

SPONSORSHIP AGREEMENT



SPONSORSHIP AGREEMENT

Date:

Company | Sponsor Name:

Authorized Representative:

Address:

City:

State:

Zip:

Phone:

Fax:

Email:

Ms. Broadbill \$500

Wahoo: \$1,000

Tuna: \$1,500

Swardfish: \$2,500

Custom:

Special Instructions:

Deadline for ads: October 3, 2020 | The **balance** for the total sponsorship will be due by **Oct 15th, 2020**. Please make checks payable to: **Sunset Marina** | 12911 Sunset Ave, Ocean City, Maryland 21842. | 410-213-9800

As an authorized representative for the above sponsor, I understand the terms and conditions of this agreement and the benefits I am to receive as Bishop Broadbill Bash sponsor. I am authorized to commit to such an agreement on behalf of the above named entity, and agree to pay the amount described within this document.

Sponsor Signature:

Date: