

# MIAMI OPEN

## Billfish Series



### MIAMI OPEN BILLFISH SERIES MEDIA COMMITMENT

**Marlin:** Two full-page ads promoting the series, participants and sponsors. One full-page commemorative ad recognizing the championship team.

**Sport Fishing:** One full-page ad promoting the series, participants and sponsors.

**Salt Water Sportsman:** One full-page ad promoting the series, participants and sponsors.

**MOBS dedicated website:** There are two major parts to this site. One is for qualifying event information, including results, news, photos and video. The other is for the participating team profiles, rules, awards, entry form, scoring, sponsors, photography and video.

**MOBS e-newsletter:** We will communicate to qualifying tournaments, participants and the media through e-newsletters.

**On-site exposure:** MOBS will be present at all qualifying and championship events. Each qualifying event provides a promotional table where MOBS staff members can promote the series. This includes literature in series captains bags, signage, product giveaways, videos and slide shows. MOBS series winners and champions will be recognized during the awards ceremonies.

**IGFA Offshore World Championship:** The MOBS will be an IGFA Offshore World Championship qualifying event. The MOBS champion team will receive an invitation to compete in the IGFA Offshore World Championship. The series will be listed on [www.igfaowc.com](http://www.igfaowc.com) and receive all IGFA qualifying-event amenities.

*Note: This media commitment is based on a minimum of 17 registered teams and can be increased or decreased based on participation of teams or sponsors.*

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