

JAMES ISLAND YACHT CLUB

52nd Annual King Mackerel & Inshore Tournament
Sponsorship Packet



INTRODUCTION

James Island Yacht Club is a 115-year neighborhood yacht club on the Charleston harbor. As a member of the Sea Island Yacht club group, it enjoys a long history of involvement in the low country maritime community. It's membership of over 500 families have a mix of interests including sailing, boating, and fishing. Our 52nd Annual King Mackerel and Inshore tournament is the oldest continuously running tournament in the Charleston area. Each year we select a few local charities to donate a portion of our proceed towards. This year we have selected the Fisher House Charleston and BecauseLoganWood Foundation. The Fisher House Charleston provides temporary accommodations to Veterans and their families while the veteran is receiving medical attention at the Ralph H. Johnson VA Medical Center. BecauseLoganWood Foundation was founded in honor and memory of Logan Wood to promote boating safety and awareness. Last year we donated \$2,000 to the Fisher House and an additional \$2,000 to the Coastal Crisis Chaplaincy from fishing tournament proceeds. We hope that you and your organization will consider being part of this great event.



SPONSORSHIP PROGRAM

Title Sponsor (\$10,000)

This would be a full-page placement in the program, company logo on front pocket on the event T-Shirt and paid entry into tournament. With this the Title sponsor, also gets all main name placement in press releases, radio advertisements, entry form, mailings, banner placement in pavilion for captain's meeting and weigh-in. With the "Presented by" caption. You can also include flyers or promotional give aways at registration/Captain's meeting. For \$10,000, you get a complete sleeve on the long sleeve shirts and single logo for the pocket placement. It can be split to two Co-sponsors from difference industry segments.

Sponsor will also receive 4 invitations to the Captain's Meeting on July 29th. We will have a sponsor check-in table where we will recognize your company and you will have access to the club grounds for 4 people. We will also give you 2 drink vouchers for you and your other 3 guests.

Secondary Sponsor (\$5,000 - \$1,500)

The next level sponsorship is the named or secondary sponsor where your company's name is placed on the sleeves of the T-shirt. Partial sponsorship of a significant portion would still mean a prominent logo/banner placement, but shared advertising position. This level can be tailored to fit your budget or commitment level.

Sponsor will also receive 3 invitations to the Captain's Meeting on July 29th. We will have a sponsor check-in table where we will recognize your company and you will have access to the club grounds for 3 people. We will also give you 2 drink vouchers for you and your other 2 guests.

Named Sponsor (\$750 - \$1000)

The named sponsor level is similar to the secondary sponsor, but your company name and logo will be on the back the shirt under the tournament artwork and on the Sponsor banner.

Sponsor will also receive 2 invitations to the Captain's Meeting on July 29th. We will have a sponsor check-in table where we will recognize your company and you will have access to the club grounds for 2 people. We will also give you 2 drink vouchers for you and your other guest.

Sponsor (\$500)

Sponsor's company name and logo will be on the Sponsor Banner and in the brochure and entry form. Donation can be cash or raffle merchandise. Sponsor will also receive 2 invitations to the Captain's Meeting on July 29th. We will have a sponsor check-in table where we will recognize your company and you will have access to the club grounds for 2 people. We will also give you 2 drink vouchers for you and your guest.

Donor (\$300-\$450 or equivalent in raffle donations)

Donors will have their names placed in the brochure and entry forms.

SPONSORSHIP LEVELS:

Title Sponsor: Minimum investment \$10,000 Co-Sponsors (\$5,000 each)

Secondary Sponsor: Minimum investment \$ 5,000 – 1,500

Named Sponsor Minimum investment \$ 750 - \$1,000 or equivalent

Sponsor Minimum investment \$500 or equivalent

Raffle Donor Minimum investment \$300 - \$500 or equivalent

We welcome all levels of sponsorship in our tournament. We have proven ourselves to strive to reach the South Carolina coastal king mackerel angler through the SKA (Southern Kingfish Association) membership list. This year we are the 3rd sanctioned tournament in Division 3 Overall, we average entries of 80-90 boats/teams, which will give good exposure to your company in the angling and maritime community. Their website is www.fishska.com/schedule SKA brings a lot of new traffic to our event and ultimately to your company sponsorship. SKA has 15,000 Facebook Followers; 6,500 Instagram followers. If you have questions about becoming a sponsor, please reach out to RJ McHugh or Kyle Graves (contact info below).

PRIZE SPONSORSHIP FOR FISH CATEGORIES:

This year we will also be taking sponsorship for each trophy that we give out in the tournament. Below are the different prize categories and we will put your company name and logo on the tournament trophy.

Title Sponsor/King Mackerel Top Prize: \$15,000 or \$7,500 Split (Title Sponsors) 1st, 2nd and 3rd place trophy

4 th place King Mackerel	\$750	Your Company Name and Logo
5 th place King Mackerel	\$500	Your Company Name and Logo

Inshore Tournament

1 st Place	\$500	Your Company Name
2 nd Place	\$500	Your Company Name
3 rd Place	\$500	Your Company Name

Offshore:

Dolphin	\$1000	Your Company Name
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Special Category

Spanish Mackerel	\$300	Cash or Gift Card
Largest Pogy (Menhaden)	\$250	Cash or Gift Card
Oyster toad fish	\$200	Cash or Gift Card

Youth Angler King Mackerel	\$350	Gift Card or Product
Youth Angler Inshore	\$350	Gift Card or Product
Lady Angler King Mackerel	\$350	Gift Card or Product
Lady Angler Inshore	\$350	Gift Card or Product

Statistics: Average Participation is 95 boats total and an average of 365 anglers.

Contacts:

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James Island Yacht Club Tournament Director.
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Kyle Graves
James Island Yacht Club Tournament Director
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SCHEDULE OF EVENTS

Friday July 29th Captains Meeting and Raffle 5:00pm to 9:00pm

Registration opens at 6:00pm and remains open all evening. The captain's meeting starts at 7:30pm w/ rules review, weather review and other items relevant to the event. There will be a bar-b-que dinner served and heavy hors d'oeuvres served as well as beer and soft drinks. Entries are open at local tackle shops or at the club until Friday Evening at 7:00pm. We will have live music and Bar-B-Que for all participants and guests. There will be vendors and sponsors midway to display and sell products. There is a raffle for door prizes which we use the proceeds to offset the tournament costs. This is always well attended. Also, there is registration for the largest kingfish tournament within the tournament TWT where 100% is paid to the top team. We strive to make this a 90% payout tournament for the anglers.

Saturday July 30th Fishing Lines in at 6:30 AM

Lines in the water at 6:30 am. The tournament is a captain's choice where a Small Craft Advisory by the USCG at 5:00 am means no fishing for the day. Make up day will be Sunday. Weigh in begins at 3:00pm and ends at 5:00 pm. Fish must be checked in before 5:00pm. All teams are required to weigh in legal fish and only one per boat is eligible for a top prize. Payouts are based on 80% of all entry fees for first through third place in the king mackerel division. There is also a top youth angler and ladies angle awards. We present the awards at 7:00 pm. SKA rules apply to all king mackerel boats.

Sunday July 31st Make Up // Weather Day

Lines in the water at 6:30 am. The tournament is a captain's choice where a Small Craft Advisory by the USCG at 5:00 am means no fishing for the day. Weigh in begins at 3:00pm and ends at 5:00 pm. Fish must be checked in before 5:00pm. In case of cancellation, a weather makeup date will be announced.



2016 Highlights

- SKA King Mackerel State Record Broken 53.25lb
- 79 King Mackerel Boats and 45 Inshore registrations – 410 anglers
- First Place Payout for all categories was over \$25,000.
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and Weigh In and Awards
- Live Broadcast of the weigh in and award with WEZL personality Rick Rush
- Fisher House donation of \$3,200 from the tournament
- Friday night BBQ dinner, live music and sponsor midway

2017 Highlights

- 32 King Mackerel Boats and 30 Inshore Anglers – 158 anglers
- Due to weather fished a 2nd make-up date in September w/ rough weather
- First Place Payout for all categories was over \$12,000 -Team Roc Doc
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and raffle.
- Live Broadcast of the weigh in and award with WEZL's Rick Rush
- Fisher House donation of \$4,200 from the tournament and Penn Trolling Rod Raffle
- Friday night BBQ dinner, live music and sponsor midway

2018 Highlights

- 89 King Mackerel Boats and 52 Inshore Anglers - 430 anglers
- Good weather and a large number of big fish caught fish 1st was 43.35lb – 10th 31.05lb
- First Place Payout for all categories was over \$23,500 in which Team Net Proceeds donated an additional \$1000 to the Fisher House.
- King Mackerel Tournament paid to 10 places. Inshore paid top 3 places
- Large crowd for Captain's meeting and raffle and live Bluegrass band.
- Live Broadcast of the weigh in and award with WEZL's Rick Rush

- Friday night BBQ dinner cooked by SC BBQ Association winning pit master, live music and sponsor midway

2019 Highlights

- 78 King Mackerel Boats and 48 Inshore Anglers - 395 anglers
- Medium seas but sunny conditions produced a decent number fish 1st was 43.60lb – 1
- First Place Payout for all categories was over \$25,000 in which Team Little Lure crushed the competition in their 22' Key West on their way to win the Inaugural Palmetto Kingfish Tour with a four fish aggregate of 102.80 lbs.
- Large crowd for Captain's meeting, BBQ dinner, raffle and live music.
- Live Broadcast of the weigh in and award with WEZL

2020 Highlights

- 50th Anniversary
- High Effishency won 1st place with a 33.55 pound King
- Covid limited in person contact
- Social distance no captains meeting
- Weigh in was a drop fish at dock and remain on boats

2021 Highlights

- Back to in person Captains Meeting
- over 85 King Mackerel Boats and 45 Inshore Anglers
- Medium seas and pretty weather allowed a good number of fish to weigh
- Team Mas Pescado won 1st place was 41.8 pounds
- Largest crowd ever for the captains meeting
- New format to the Inshore Tournament scorecard format

Last Year's top 3 teams

2021 1st Place Mas Pescado 41.85 lb King



Team Mas Pescado



2021 2nd Place Team Sea Fox 38.65 lb King
And winner of the Youth Angler Award



2021 1st Place Inshore Tournament
RJ McHugh and JJ Gados



2021 Tournament Director and Fishing Committee

