

2021



*Signature* **TRIPLE CROWN**  
SPONSOR GUIDE





## MAINTAINING LASTING RELATIONSHIPS

The Signature Triple Crown Billfish Series is considered one of the most prestigious and highly competitive tournaments in the world! Bringing together the best teams in competitive sport fishing, it is held at Los Sueños Resort and Marina on Costa Rica's Central Pacific Coast. Los Sueños, also known as the Billfish Capital of the World, combines an amazing fishery with a luxury 1,100-acre destination resort.

This year, due to the worldwide COVID-19 pandemic, things will be a little different than usual, with no social events taking place. That said, there is plenty of opportunity to feature your brand to our exclusive audience of participants and spectators, including our resort-wide television channel, online exposure through our website and social media platforms, and direct marketing by way of promotional materials to be added to our annual tournament bags.

## WE INVITE YOU TO BE PART OF OUR EXTENDED TOURNAMENT FAMILY.



#SIGNATURETRIPLECROWN

**[WWW.SIGNATURETRIPLECROWN.COM](http://WWW.SIGNATURETRIPLECROWN.COM)**

# SPONSORSHIP LEVELS

## PLATINUM SPONSOR \$6,000

- **LEVEL II positioning of Sponsor's logo** on website, social media, banners, promo video, radio mentions, static and online live scoreboards
- Opportunity to **place commercial on Los Sueños television channel**
- **Placement of banner** on tournament lawn to promote brand throughout events
- **Exclusive sponsorship** with no competing brands or services
- Opportunity to **include promotional items** in angler and captain bags

## GOLD SPONSOR \$4,500

- **LEVEL III positioning of Sponsor's logo** on: website, social media, promo video, banners, radio mentions, static, and online live scoreboards
- Opportunity to **place commercial on Los Sueños television channel**
- **Placement of banner** on tournament lawn to promote brand throughout events
- Opportunity to **include promotional items** in angler and captain bags

## SILVER SPONSOR \$3,000

- **LEVEL IV positioning of Sponsor's logo** on: Website, tournament guide, banners and static, and online live scoreboards
- **Placement of banner** on tournament lawn to promote brand throughout events
- Opportunity to **include promotional items** in angler and captain bags

## BRONZE SPONSOR \$1,500

- **LEVEL V positioning of Sponsor's logo** on: Website, tournament guide, banners and static, and online live scoreboards
- **Placement of banner** on tournament lawn to promote brand throughout events
- Opportunity to **include promotional items** in angler and captain bags

THANK YOU TO OUR

PRESENTING SPONSORS:



2021

### TOURNAMENT DATES

**LADIES ONLY LEG 1:** 19 January

**TRIPLE CROWN LEG 1:** 20-23 January

**LADIES ONLY LEG 2:** 23 February

**TRIPLE CROWN LEG 2:** 24-27 February

**LADIES ONLY LEG 3:** 16 March

**TRIPLE CROWN LEG 3:** 17-20 March



# PROMOTIONAL MATERIALS

During the first leg of the Signature Triple Crown we hand out the tournament sponsor bags for the series to each team. We provide one bag this one time per angler and captain for the entire Triple Crown. Please ship your **promotional items** to our US freight forwarder to:

**American Export MEI CR #61783**

**(required on shipping label)**

**4634 NW 74th Ave.**

**Miami FL 33166-6447**

**Tel. 305-597-8377**

**Contact: Mario Pérez**

**Email: [gvillalta@amexpusa.com](mailto:gvillalta@amexpusa.com) and [invoices@amexpusa.com](mailto:invoices@amexpusa.com)**

Quantity: 400 pieces.

All items need to be received **in Los Sueños** by JANUARY 6, 2021.

## IMPORTANT:

**\*\*Each sponsor will be responsible for paying for their own shipping directly to American Export.\*\***

It takes up to two weeks to get the items out of customs with import information in hand. Please email [gvillalta@amexpusa.com](mailto:gvillalta@amexpusa.com) with a copy to Tina at [tmueller@lossuenos.com](mailto:tmueller@lossuenos.com) with the following information as soon **as your shipment has been sent**: 1) Description of items (e.g. brochures, shirts, key chains, etc.), 2) quantity, 3) name of company that sent shipment, 4) **copy of commercial invoice**, 5) value of shipment.

## SOCIAL MEDIA & WEB

The tournament will feature all sponsors on the official tournament website, on social media, and on static and online live scoreboards.

On Social Media, we will rotate through the sponsors during the tournament days, but will share tournament-focused content on your platforms when appropriate and available. We have a following of about 50,000 people on Facebook. We also cover Instagram and Twitter.

In return, we ask all sponsors to follow and share our event posts on your social media using the **#signaturetriplecrown** hashtag.

## TELEVISION COMMERCIAL

For those sponsors that have the opportunity to place a television commercial on the internal Los Sueños cable channel and who do not have a high-quality video ad of 15-30 seconds in length to supply, we recommend you contact Ronald Rojas at [info@ronaldrojas.com](mailto:info@ronaldrojas.com), Tel: +506-8826-4467. He has special rates for sponsors, especially if you provide all materials, although he can take photos and video if needed for the editing process.





# CONTACT US

## **ASHLEY BRETECHER**

Tournament Director

Toll-free: 1-866-865-9759  
Direct Tel.: (011-506) 2630-4005  
a.bretecher@lossuenos.com

## **TINA MUELLER**

Assistant Tournament Director

Toll-free: 1-866-865-9759  
Direct Tel.: (011-506) 2630-4000  
tmueller@lossuenos.com



[WWW.SIGNATURETRIPLECROWN.COM](http://WWW.SIGNATURETRIPLECROWN.COM)