



CHANTILLY
AIR

LOS SUEÑOS
resort and marina
COSTA RICA

Signature **TRIPLE CROWN**
2024



SPONSOR GUIDE



20 YEARS OF BILLFISH BLISS

The Los Sueños tournament tradition began in 2004 with the birth of the Signature Billfish Series, which was fused with the Marlin Invitation in 2014 to create the Signature Triple Crown. In 2024 we are pleased to celebrate a decade of the Triple Crown and two decades of the world's most competitive billfish tournaments out of Los Sueños Resort and Marina!

The Signature Triple Crown Billfish Series presented jointly by Los Sueños and our friends at Chantilly Air, and is considered one of the most prestigious tournaments anywhere. Bringing together the best teams in competitive sport fishing, it is held annually 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.

The atmosphere, although charged with excitement and fierce, friendly rivalry, provides sponsors a unique opportunity to **meet face to face with boat owners** and crew during 9 days of competition. Many sponsors have been with us since the very beginning..now **it's your turn to join our extended family**. Our tournaments receive wide and ongoing media coverage throughout the fishing and boating industries. Your presence goes far beyond the actual events.



#SIGNATURETRIPLECROWN

WWW.SIGNATURETRIPLECROWN.COM



SPONSORSHIP LEVELS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	ENTRY
Logo on tournament website	*	*	*	*	*	*
Logo on live scoreboard	*	*	*	*	*	*
Logo in Tournament Guide	*	*	*	*	*	*
Logo on scoreboard	*	*	*	*	*	*
Logo on sponsor billboard at Marina	*	*	*	*	*	*
Logo on sponsor banners at Marina	*	*	*	*	*	*
Opportunity to include promotional material in tournament bags	*	*	*	*	*	*
Opportunity to a display booth during registration	*	*	*	*	*	
Social tickets for awards event	8	6	4	3	2	
Logo on sponsor billboard for awards ceremony	*	*	*	*	*	
Mention on social media feed during event	*	*	*	*		
Ad in Tournament Guide*	2-page spread	2-page spread	1-page	1-page		
Editorial in Tournament Guide**	4 pages (1000 words)	2 pages (600 words)	1 page (300 words)			
No competing brands within sponsor category	*	*	*			
Mention on tournament radio	*	*	*			
30-second commercial spot on Los Sueños cable television channel Jan-Dec 2024	*	*				
Logo on official tournament shirt	*	*				
Opportunity to a display booth during awards event	*	*				
Featured sponsor at welcome dinner	*					
	\$18,000	\$15,000	\$12,000	\$7,500	\$4,500	\$3,000

All logos must be supplied in vectors (AI, EPS, PDF, or SVG).

*See page 3 of the Sponsor Guide for ad specifications.

**All editorials must be submitted with high resolution images (at least two per page, minimum 300 DPI), proofread text, title, subtitle, pull quotes, image captions, and box copy/panel if applicable. Text should be supplied in Word. Images should be submitted separate from the Word document.



TOURNAMENT EVENTS

SET UP - WE HAVE YOU COVERED!

We provide the tents, tables, chairs, and table cloths (white, navy blue or red). Our trained staff will assist you with the set up. Leave your banners and any display items at the tent when you're done each evening; there is no need to set up and take down daily! Overnight security is provided. Flyers, magazines, brochures and small promotional materials can simply be tucked under your table in the staging area. Sponsors are invited to all tournament activities. If you need help with accommodations or other arrangements, just let us know! We are here to assist you.

The official event schedule will be shared with you prior to the tournaments and will be published in the official tournament magazine.

PROMOTIONAL MATERIALS

At registration for the FIRST LEG of the Signature Triple Crown we hand out the tournament bags for the series to the anglers and captains. We provide one bag this one time per angler and captain for the entire Triple Crown.

Please ship your promotional items and banners (2 mts wide by 1 mt high) to our US freight forwarder at:

American Export MEI CR #61783
(required on shipping label)
4634 NW 74th Ave.
Miami Fl. 33166-6447
Tel. 305-597-8377
Contact: Pablo Villalta
Email: gerencia@amexpusa.com and invoices@amexpusa.com

Quantity: 400 pieces.

All items need to be received **in Los Sueños** by December 15, 2023

IMPORTANT: Sponsors are responsible for covering the logistics and cost of shipping through to Los Sueños. Please contact American Export directly to coordinate.

It takes up to two weeks to get the items out of customs with import information in hand. Please email gerencia@amexpusa.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 and tracking number, 4) **copy of commercial invoice**, 5) value of shipment.



TOURNAMENT GUIDE

As a sponsor you have the opportunity to place your advertisement in our glossy tournament guide. The magazine is available throughout the resort for the entire year and is sent to international fishing tournaments, boat shows, and other events.

Level	AD Type	Width	Height	Editorial
Diamond	2 page spread	17.25"	11.25"	4 pages
Platinum	2 page spread	17.25"	11.25"	2 pages
Gold	Full Page	8.64"	11.25"	1 page
Silver	Full Page	8.64"	11.25"	n/a

Artwork must be supplied in **PDF, NO CROPS, Please keep the content 0.5" inside the box. 300 DPI. CMYK.** Embedded fonts. Include a screenshot of your ad to be sure all fonts are right.

DEADLINE FOR ADS AND COPY October 30, 2023

Neither, the tournament promoter, sponsors, hosts, publishers, nor anyone associated with the tournament shall assume liability for the art and photos supplied by the advertiser. All material is accepted under the assumption that the advertiser and/or agency is/are properly authorized to publish the entire contents and subject matter thereof.

It is understood that the advertiser and or advertising agency will indemnify and save the publisher and tournament promoters harmless from and against any loss expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.

Tournament promoters and magazine publisher reserve the right to accept or reject all advertising copy which at its discretion is deemed objectionable, misleading, not in the best interest of the reader or the Signature Triple Crown and its sponsors.

Positioning of advertisements is at the discretion of the publisher except where prior arrangements have been agreed to by the publisher in writing.

SOCIAL MEDIA & WEB

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

On Social Media, we are going to feature only PLATINUM & GOLD sponsors during the tournament days. We have a huge following 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.

CONTACT US

ASHLEY BRETECHER

Tournament Director

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