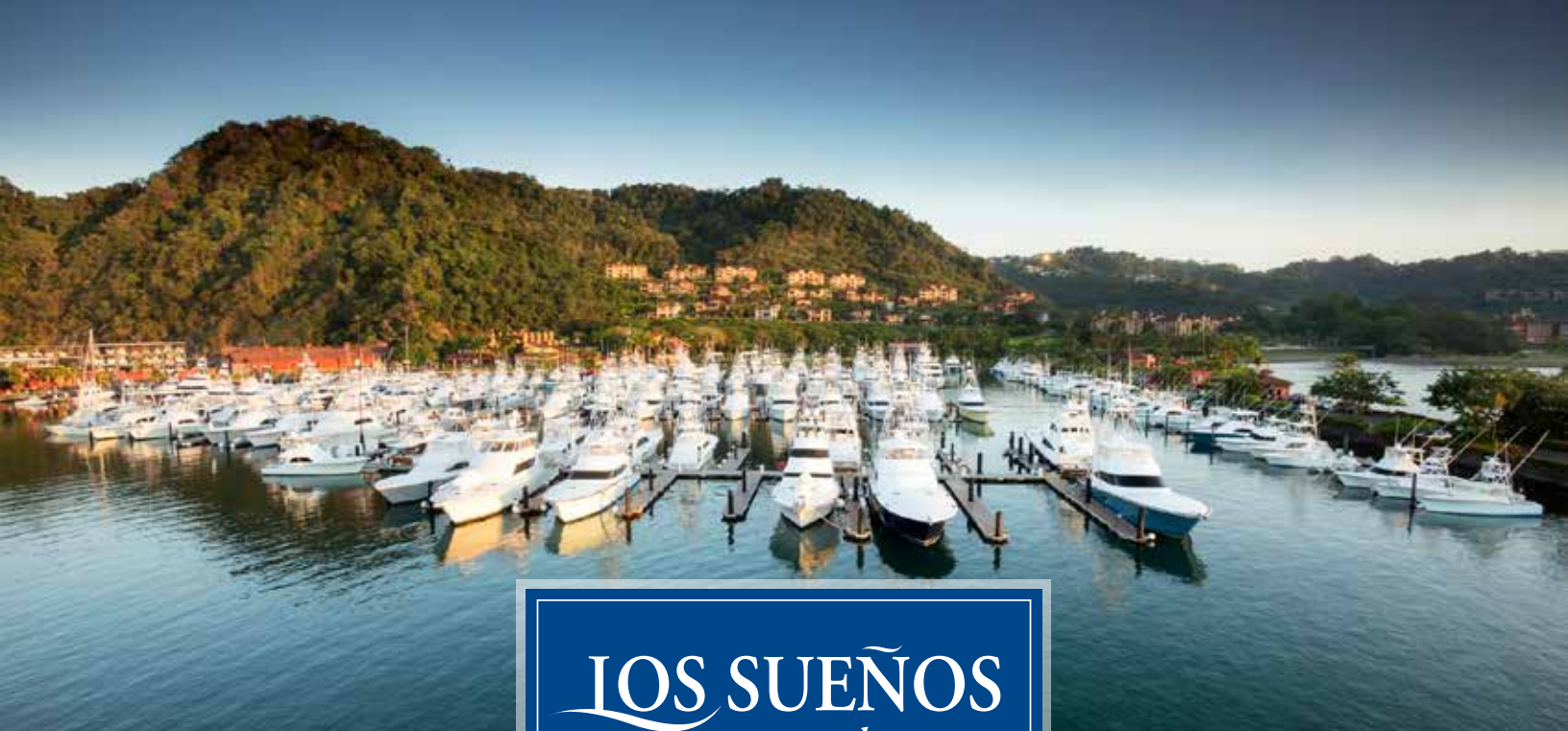


# SPONSOR GUIDE



2018



**Located on Costa Rica's Central Pacific Coast, Los Sueños Resort and Marina nicknamed "The Billfish Capital of the World" is a 1,100-acre master planned destination resort community, representing a world of adventure, excitement.**

Calm seas, bountiful fishing grounds close to shore, and an incredible amount of species make Los Sueños a top destination on every sports fishing enthusiast wish list.

The tournament tradition started in 2004 with the Los Sueños Signature Billfish Series and evolved into Signature Triple Crown a decade later in 2014.

**The Signature Triple Crown Series** which stretches over **three events** has been hugely successful not only because of the incredible number of billfish releases but also for the experience of competing with the best teams in the world surrounded by a spectacular scenery.

Many of our sponsors have been with us since the beginning. It is all about building lasting relationships. The tournaments provide a relaxed and business-conductive environment for our sponsors to meet face to face with boat owners and crews during 9 days of some of the world's most intense bill fishing competition.

And the reach of your presence goes far beyond the actual tournament. The Triple Crown receives wide media coverage throughout the fishing and boating community, and beyond. Likewise, our tournament magazine makes its way around the world via boat shows, fishing tournaments, and resort guests.

We deliver on our promise to help you grow your business and our format provides you with the opportunity to mingle firsthand with your target while forging invaluable connections with the key decision makers.



# SPONSORSHIP LEVELS

## PLATINUM SPONSOR \$12,000

- **LEVEL II positioning of Sponsor's logo** on: website, social media, promo video tournament guide, banners, radio mentions, static and on-line live scoreboards, T-shirts and angler bags.
- **Featured sponsor** at a cocktail event.
- **Access to tournament records.**
- **Four social tickets** to each of the tournaments that make up the *Los Sueños Signature Triple Crown*.
- **2 page AD**, in official tournament guide
- **Up to 2 pages of editorial in tournament guide**, with text and photos provided by Sponsor.
- **Exclusive sponsorship** with no competing brands or services.
- Opportunity to set up **display at registration** center and tent in staging area at Los Sueños Marina Village and at awards dinner.
- Opportunity to **include promotional items** in angler and captain bags.



## GOLD SPONSOR \$9,000

- **LEVEL III positioning of Sponsor's logo** on: website, social media, promo video tournament guide, banners, radio mentions, static and on-line live scoreboards, T-shirts and angler bags.
- **Four social tickets** to each of the tournaments that make up the Los Sueños Signature Triple Crown.
- **Full page Ad**, in official tournament guide.
- **One page of editorial in tournament guide**, with text and photos provided by Sponsor.
- Opportunity to set up **display at registration** center and tent in staging area at Los Sueños Marina Village.
- Opportunity to **include promotional items** in angler and captain bags.

# Signature



TRIPLE CROWN 2018

## SILVER SPONSOR \$6,000

- **LEVEL IV positioning of Sponsor's logo** on: Website, tournament guide, banners and static and on-line live scoreboards.
- **Two social tickets** to each of the tournaments that make up the Los Sueños Signature Triple Crown.
- **Full page Ad**, in official tournament guide.
- Opportunity to set up **display at registration** center and tent in staging area at Los Sueños Marina Village.
- Opportunity to **include promotional items** in angler and captain bags.

## BRONZE SPONSOR \$3,000

- **LEVEL V positioning of Sponsor's logo** on: Website, tournament guide, banners and static and on-line live scoreboards.
- **Two social tickets** to each of the tournaments that make up the Los Sueños Signature Triple Crown.
- **Half page Ad**, in official tournament guide.
- Opportunity to set up **display at registration** center and tent in staging area at Los Sueños Marina Village.
- Opportunity to **include promotional items** in angler and captain bags.



# WHAT TO EXPECT?

## 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 nightly activities. If you need help with accommodations or other arrangements, just let us know! We are here to assist you.

**You can find the full schedule of events on the tournament website: [Istournaments.com](http://Istournaments.com)**

Sponsors are set up during check in and registration and during the daily evening cocktails on Fishing Day 1 and 2.

## PROMOTIONAL MATERIALS

At registration for the first leg of the Signature Triple Crown we hand out the tournament sponsor 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 (we will ideally need 2 hanging banners preferably 8 feet wide x 3 feet high) to our US freight forwarder to:

NEW

**American Export Silver Asset Management Acct #61783  
(required on shipping label)**

**4634 NW 74th Ave.**

**Miami Fl. 33166**

**Tel. 305-597-83477**

**Contact: Mario Perez**

**Email: [customerservice@amexpusa.com](mailto:customerservice@amexpusa.com)**

Quantity: 350 pieces.

All items need to be received in Los Sueños by December 1, 2017.

**IMPORTANT:** It takes up to two weeks to get the items out of customs with import information in hand. Please email 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.

## TOURNAMENT GUIDE:



As a sponsor you have the opportunity to place your advertisement in our 60 page plus glossy tournament guide. The tournament guide is available throughout the resort for the entire year and is sent to international fishing tournaments, boat shows and other events. You can see the 2017 tournament guide on [Istournaments.com](http://Istournaments.com) for reference.

**To submit your advertisement please follow those specifications • Deadline October 20th, 2017**

Artwork must be supplied in PDF, without crops but with 0.125" bleeds added when you save. 300 DPI. CMYK. Embedded fonts. Include a screenshot of your ad just to be sure all fonts are right.

AD type	Height	Width	Level	Ad	Editorial
Page Vertical	5"	10.5"	<b>Crowning</b>	2 page spread	4 pages
Page Horizontal	8"	5"	<b>Platinum</b>	2 page spread	2 pages
Full Page	8.5"	11"	<b>Gold</b>	full page	1 page
Double Spread Bleed	17"	11"	<b>Silver</b>	full page	n/a
Half Page Vertical			<b>Bronze</b>	1/2 page	n/a

Neither Los Sueños, 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 *Los Sueños Signature Triple Crown* and its sponsors.

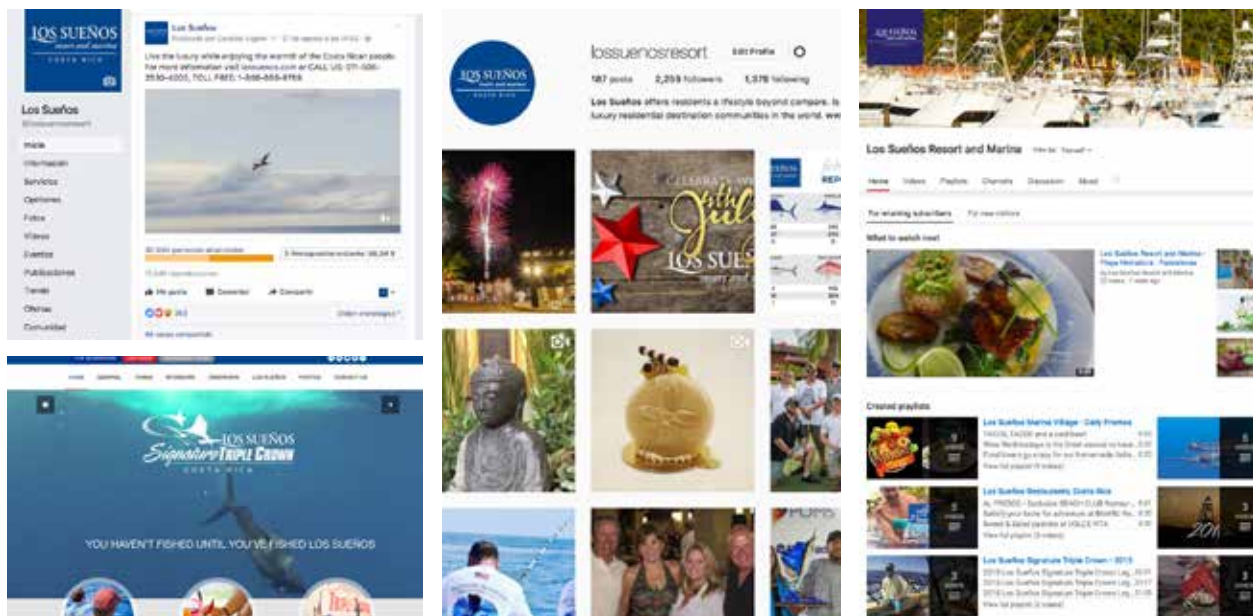
Positioning of advertisements is at the discretion of the publisher except where prior arrangements have been agreed to by the publisher in writing.

## SOCIAL MEDIA & WEB

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

On Social Media, we are going to feature only GOLD & PLATINUM sponsors during the tournament days. We have a huge following on facebook. We also cover Instagram, Twitter and Google+.

In return, we ask the sponsors to follow and share our event postings on your social media, using the **#lossuenostriplecrown**



# CONTACT US

WE LOOK FORWARD TO HEARING FROM YOU AND  
WORKING TOGETHER TO ACHIEVE ANOTHER MUTUALLY  
SUCCESSFUL TOURNAMENT SEASON!

## **ASHLEY BRETECHER**

Tournament Director

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

## **TINA MUELLER**

Assistant Tournament Director

Toll-free: 1-866-865-9759  
Direct Tel.: (011-506) 2630-4020  
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