



CHARITY FISHING TOURNAMENT

Friday, February 16, 2018 ~ Daytona International Speedway
to benefit the

Darrell Gwynn Quality of Life Chapter of The Buoniconti Fund to Cure Paralysis
the fundraising arm of The Miami Project to Cure Paralysis

SPONSORSHIP COMMITMENT FORM

- Title Sponsor - \$150,000** (Hot Rods & Reels Daytona and Homestead 2018 tournaments)
- Presenting Sponsor - \$50,000** (Hot Rods & Reels Daytona and Homestead 2018 tournaments)
- Million Dollar Challenge Sponsor - \$10,000**
- Tournament Shirt Sponsor - \$7,500** **Fishing Tackle & Equipment Sponsor - \$6,500**
- Tournament Participant - \$5,000** (2 Anglers / 1 Boat with guide and NASCAR Driver/Celebrity)
- T-shirt or Hat Sponsor - \$2,500** **Hospitality Sponsor - \$1,000**
- Gift in Kind Sponsor** - products or services donated to support the event

SPONSOR OR PARTICIPANT INFORMATION

Company/Participant: _____

Contact Name: _____

*Billing Address: _____
(Billing address associated with the credit card required, if card payment applies.)

City, State, Zip: _____

Phone: _____ Email: _____

- Enclosed is my check made payable to: **The Buoniconti Fund to Cure Paralysis**
- Please charge my credit card for the amount of \$_____ * Personal or Corporate credit card?
 Visa Mastercard American Express Discover

Account #: _____ Exp Date: ____ / ____ Sec Code: _____

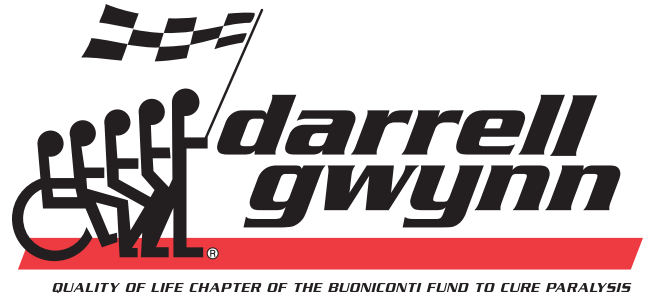
Signature/Name on card: _____

- I am unable to attend, please find my donation enclosed.

**Please return form to: Kristin Wherry at The Buoniconti Fund via mail 1095 NW 14 Terrace Miami, FL 33136
fax (305) 243-6017 or email kwherry@miami.edu**

WWW.THEBUONICONTIFUND.COM/HOTRODSANDREELS

The Buoniconti Fund to Cure Paralysis is a non-profit, 501(c)(3) organization. Federal ID #65-0244316. Your donation, less \$500 per boat, is tax deductible.



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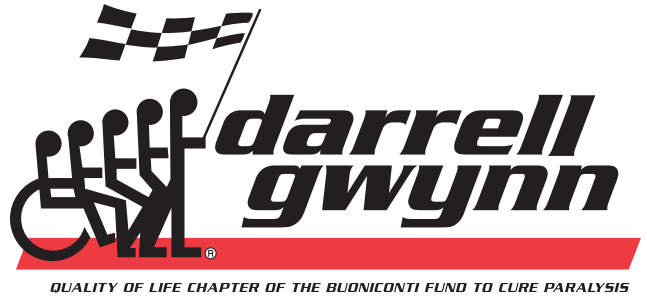
SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR ~ \$150,000 (Hot Rods & Reels Daytona & Homestead 2018 tournaments)

- Naming rights to Tournament event including media dialogue, signage, promotional materials, event apparel, etc.
- (9) Nine fully-equipped Bass Boats per event, including a Guide, NASCAR Driver/Celebrity and participation (2 per boat) for up to (18) Eighteen Anglers per event, as well as first choice of participating NASCAR Driver/Celebrity (1 per boat) for each event
- Trackside Breakfast
- (18) Eighteen tickets to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday at Daytona International Speedway and Ford EcoBoost Race at Homestead-Miami Speedway 2018
- Garage Tour for (18) Eighteen Anglers who participate in the Tournament for each event
- (18) Eighteen hats, t-shirts and fishing shirts per event. All apparel items to include your logo
- (18) Eighteen fishing Rod & Reel combinations with assorted tackle
- (18) Eighteen participant gift bags per event
- Prominent signage noting Title Sponsor at key locations throughout the Tournament and around the racetrack
- Logo inclusion in Wheelchair Donation presentation and jumbotron message during pre-race ceremonies
- Media opportunities related to Tournament coverage and partnerships
- Inclusion as Title Sponsor in event promotional materials, to include yet not limited to: the event invitation, email and print distributions, and social media campaigns to the Darrell Gwynn Quality of Life Chapter of The Buoniconti Fund to Cure Paralysis and NASCAR / Daytona audience

PRESENTING SPONSOR ~ \$50,000 (Hot Rods & Reels Daytona & Homestead 2018 tournaments)

- (3) Three fully-equipped Bass Boats per event, including a Guide, NASCAR Driver/Celebrity and participation (2 per boat) for up to (6) Six Anglers per event, as well as first choice (if no Title Sponsor) of participating NASCAR Driver/Celebrity (1 per boat) for each event
- Trackside Breakfast
- (6) Six tickets to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday at Daytona International Speedway and Ford EcoBoost Race at Homestead-Miami Speedway 2018
- Garage Tour for the (6) Six Anglers that participate in the Tournament for each event
- (6) Six hats, t-shirts and fishing shirts per event. Apparel items to include your logo
- (6) Six fishing Rod & Reel combinations with assorted tackle
- (6) Six participant gift bags per event
- Prominent signage at key locations throughout the Tournament and around the racetrack
- Logo inclusion in Wheelchair Donation presentation and jumbotron message during pre-race ceremonies
- Inclusion as the Presenting Sponsor in event promotional materials, to include yet not limited to: the event invitation, email and print distributions, and social media campaigns to the Darrell Gwynn Quality of Life Chapter of The Buoniconti Fund to Cure Paralysis and NASCAR / Daytona audience



SPONSORSHIP OPPORTUNITIES

MILLION DOLLAR CHALLENGE CONTEST SPONSOR ~ \$10,000

The Million Dollar Challenge is a contest whereby Tournament participants have the opportunity for a chance to win (\$1,000,000.00) One Million Dollars upon catching the largest tagged fish during the Tournament. In the event an individual wins the Challenge, the winner and a guest, along with one representative from our Tournament's Title Sponsor, will receive VIP treatment during Daytona 500 Race Weekend that may include exclusive media opportunities, garage area access, and more. The Million Dollar Challenge Contest Sponsor receives:

- (1) One fully-equipped Bass Boat, including a Guide and NASCAR Driver/Celebrity for (2) Two Anglers
- Trackside Breakfast
- (2) Two participant gift bags with event shirt, hat, etc. and Rod & Reel combo with assorted tackle
- (1) One ticket to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday and Garage Tour for each of the two Anglers participating in the tournament
- Opportunity to distribute and promote products in participant Angler gift bags
- An exclusive banner for the Million Dollar Challenge Contest table of envelopes and another banner to be displayed in highly visible locations around the infield lake
- Opportunity to mingle with all participating NASCAR Drivers and Celebrities

TOURNAMENT PARTICIPANT - \$5,000 (2 Anglers / 1 Boat with guide and NASCAR Driver/Celebrity)

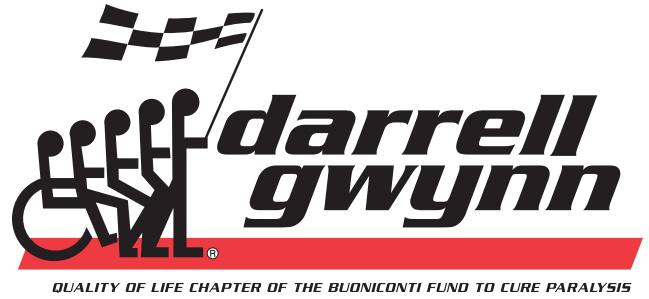
This unique opportunity offers individuals or companies an experience with two of America's favorite pastimes -- fishing and auto racing. Participation in the Hot Rods & Reels Daytona tournament includes:

- (1) One fully-equipped Bass Boat including Guide and NASCAR Celebrity for Two (2) Anglers
- Trackside Breakfast
- Each participant will receive a gift bag with event shirt, hat, etc.
- Each participant will receive a Rod & Reel combination with assorted tackle
- Each participant will receive (1) One Ticket to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday
- Friday Garage Tour
- Opportunity to mingle with all participating NASCAR Drivers and Celebrities

* There are a limited number of boats for this event. Reservations will be taken on a first-come, first-serve basis.

HOSPITALITY SPONSOR ~ \$1,000

The Hospitality Sponsor will support the on-site needs of the Wheelchair Recipient Donor and family to ensure their comfort while attending the Tournament, as well as support the Hospitality area of the tournament. The Hospitality Sponsor would be recognized with name or logo inclusion on banners placed in highly visible locations around the infield lake.



SPONSORSHIP OPPORTUNITIES

Tournament Apparel

TOURNAMENT FISHING SHIRT SPONSOR ~ \$7,500

- Logo identification on shirt sleeve for approximately 125 Hook & Tackle brand fishing shirts
- (1) One fully-equipped Bass Boat, including a Guide and NASCAR Driver/Celebrity for (2) Two Anglers
- Trackside Breakfast
- (2) Two participant gift bags with event shirt, hat, etc. and Rod & Reel combo with assorted tackle
- (1) One ticket to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday and Garage Tour for each of the two Anglers participating in the tournament
- Opportunity to distribute and promote products in participant Angler gift bags
- Banners with sponsor logos placed in highly visible locations around the infield lake
- Opportunity to mingle with all participating NASCAR Drivers and Celebrities

FISHING TACKLE & EQUIPMENT SPONSOR ~ \$6,500

- (1) One fully-equipped Bass Boat, including a Guide and NASCAR Driver/Celebrity for (2) Two Anglers
- Trackside Breakfast
- (2) Two participant gift bags with event shirt, hat, etc. and Rod & Reel combo with assorted tackle
- (1) One ticket to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday and Garage Tour for each of the two Anglers participating in the tournament
- Opportunity to distribute and promote products in participant Angler gift bags
- Banners with sponsor logos placed in highly visible locations around the infield lake
- Opportunity to mingle with all participating NASCAR Drivers and Celebrities

T-SHIRT or HAT SPONSOR~ \$2,500

- (4) Guest Admission to observe the tournament
- Trackside Breakfast
- (4) Four participant gift bags with event shirt, hat, etc.
- (4) Four tickets to the NASCAR Camping World Truck Series race/ NextEra Energy Resources 250 on Friday and Garage Tour for each of the two Anglers participating in the tournament
- Opportunity to distribute and promote products in participant Angler gift bags
- Banners with sponsor logos placed in highly visible locations around the infield lake
- Opportunity to mingle with all participating NASCAR Drivers and Celebrities

GIFT IN KIND SPONSOR

The Gift in Kind Sponsor offers donated products or services to support the Hot Rods & Reels Charity Fishing Tournament, i.e. food, beverage, bags, sunscreen or hand warmers, printing, etc. Tournament Sponsor benefits to be determined based on the value of the donation, benefits may include logo inclusion on promotional materials and event banners or race tickets.