



SPONSORSHIP OPPORTUNITIES

FRIDAY, FEBRUARY 16, 2024

This unique opportunity offers individuals or companies an experience with two of America's favorite pastimes -- fishing and auto racing.



tournament benefits

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



2024 HOT RODS & REELS DAYTONA CHARITY FISHING TOURNAMENT

Sponsorship and Participation Opportunities

Title Sponsor - \$50,000 (SOLD)

- Nine (9) fully equipped bass boats with one (1) NASCAR celebrity and guide and eighteen (18) angler spots, two (2) per boat
- First choice of participating NASCAR celebrities, one (1) per boat
- Name and/or logo as Tournament Sponsor for event to be included on media and marketing materials
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament
- Name and/or logo to be included on all apparel items in a prominent location
- Name and/or logo to be displayed on all signage in prominent locations throughout the tournament and racetrack
- Name and/or logo to be included during wheelchair donation presentation and on jumbotron during pre-race ceremonies at the event
- Opportunity to include item(s) in participant gift bags
- Additional items included in "For All Participants" section.

Presenting Sponsor - \$25,000 (SOLD)

- Three (3) fully equipped bass boats with one (1) NASCAR celebrity and guide and six (6) angler spots, two (2) per boat
- Name and/or logo as Presenting Sponsor for event to be included on media and marketing materials
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter promoting the tournament
- Name and/or logo to be included on all apparel items
- Name and/or logo to be displayed on all signage in key locations throughout the tournament and racetrack
- Name and/or logo to be included during wheelchair donation presentation and on jumbotron during pre-race ceremonies at the event
- Opportunity to include item(s) in participant gift bags
- Additional items included in "For All Participants" section.

Million Dollar Challenge Contest Sponsor - \$10,000 (exclusive)

The Million Dollar Challenge Contest gives participating tournament anglers a chance to win \$1,000,000 upon catching the largest tagged fish during the Tournament. The winner and a guest, along with one representative from our Tournament's Title Sponsor, will receive VIP treatment during the season kick-off weekend that may include exclusive media opportunities, garage and area access, and more. Sponsorship includes:

- One (1) fully equipped bass boat with one (1) NASCAR celebrity and guide and two (2) angler spots
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament
- Name and/or logo as Million Dollar Challenge Contest Sponsor for event to be included on media and marketing materials
- Name and/or logo to be displayed on all two banners displayed at contest table and around the infield lake.
- Opportunity to include item(s) in participant gift bags
- Additional items included in "For All Participants" section.

For All Participants: Each participant will enjoy a Trackside Breakfast and receive a tournament gift bag including fishing and t-shirt, hat, tackle, rod & reel combination and more. One ticket to the NASCAR Truck Race and if conditions allow a Garage Tour on Friday, February 16th*. Opportunity to mingle with all participating NASCAR Drivers and Celebrities during tournament. All sponsor benefits are based on confirmation and print deadlines. Garage tour based upon availability.

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Fish with a NASCAR Legend - \$5,000

- One (1) fully equipped bass boat with one (1) NASCAR celebrity and guide and two (2) angler spots
- Additional items included in "For All Participants" section.

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

Tournament Fishing Shirt Sponsor - \$7,500 (exclusive)

- One (1) fully equipped bass boat with one (1) NASCAR celebrity and guide and two (2) angler spots
- Name and/or logo as Tournament Fishing Shirt Sponsor for event to be included on media and marketing materials
- Name and/or logo to be included on approximately 125 Tournament Fishing Shirt sleeves
- Name and/or logo to be displayed on sponsor signage in key locations throughout infield lake
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament
- Opportunity to include item(s) in participant gift bags
- Additional items included in "For All Participants" section.

Fishing Tackle & Equipment Sponsor - \$6,500 (exclusive)

- One (1) fully equipped bass boat with one (1) NASCAR celebrity and guide and two (2) angler spots
- Name and/or logo as Fishing Tackle & Equipment Sponsor for event to be included on media and marketing materials
- Name and/or logo to be displayed on sponsor signage in key locations throughout infield lake
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament
- Opportunity to include item(s) in participant gift bags
- Additional items included in "For All Participants" section.

T-Shirt Sponsor - \$4,000 (SOLD)

- Four (4) guest admissions to observe the tournament
- Name and/or logo to be displayed on sponsor signage in key locations throughout infield lake
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament
- Opportunity to include item(s) in participant gift bags

Hospitality Sponsor - \$3,000

- Support on-site needs of the Wheelchair Recipient Donor and family while attending the tournament
- Support the Hospitality area for the Tournament
- Name and/or logo to be included on all e-blasts, direct mail and social media campaigns to the Darrell Gwynn Quality of Life Chapter databases promoting the tournament

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.

**For information, please contact Darrell Gwynn, Volunteer Regional Director, at
(305) 243-8939 | 1-888-STAND UP | bfchapters@miami.edu**

The Buoniconti Fund to Cure Paralysis | Darrell Gwynn Quality of Life Chapter
4611 S University Dr PMB 232 Davie, FL 33328 | bfchapters@miami.edu | 888 STAND UP



DARRELL GWYNN QUALITY OF LIFE CHAPTER

2024 HOT RODS & REELS DAYTONA CHARITY FISHING TOURNAMENT



Friday, February 16, 2024

Daytona International Speedway | Daytona Beach, Florida

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| <input type="checkbox"/> Title Sponsor - SOLD | <input type="checkbox"/> Fish with a NASCAR Legend - \$5,000 |
| <input type="checkbox"/> Presenting Sponsor - SOLD | <input type="checkbox"/> Fishing Equipment & Tackle Sponsor - \$6,500 |
| <input type="checkbox"/> Million Dollar Challenge Sponsor - \$10,000 | <input type="checkbox"/> T-Shirt Sponsor - SOLD |
| <input type="checkbox"/> Tournament Shirt Sponsor - \$7,500 | <input type="checkbox"/> Hospitality Sponsor - \$3,000 |

Donor Information

Donor's name: _____

Company name: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

☐ I am unable to attend, please find enclosed my donation of \$_____.

☐ Enclosed is my check made payable to: The Buoniconti Fund to Cure Paralysis

☐ Please charge my credit card for the amount of \$_____ ☐ Corporate or ☐ Personal

☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Account #: _____ Exp Date: _____ / _____

Name on Card / Signature: _____

*Please note the company name and/or individual above for the credit card billing.

REGISTER ONLINE @ www.bidpal.net/hotrods

Please return no later than February 1, 2024, to:
bfchapters@miami.edu or

Darrell Gwynn Chapter of The Buoniconti Fund
4611 S University Dr PMB 232, Davie, FL 33328-3817

Your donation, less \$500 per boat, is tax deductible according to law. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free within the state. Registration does not imply endorsement, approval or recommendation by the state. The Buoniconti Fund is a non-profit 501(c)(3) organization. Federal ID #65-0244316. State of Florida identification #CH1756.

11/15/2023