



The St Pete Open Tournament Overview



Three Days and One Outstanding Location!

Over 1000 people, including over 300+ shooters, will converge in St Petersburg Florida for The World's Largest Spearfishing Tournament, The St Pete Open. The excitement begins on Friday evening at the Captain's Meeting where final information will be given to the shooters and teams. Then on Saturday the spearfishing begins at sunrise and ends at the evening weigh-in. The weigh-in is always a spectacular show, with well over 1000 people in attendance to see the incredible fish that are brought to the stage. Many will attend the weigh-in because it is truly a spectacle to behold. Many of these people stay and party into the night at the beautiful Sunspree Resort. Then on Sunday morning, all the competitors and their families gather for the awards ceremony, where over \$50,000 in prizes are given away!



A Part of History!

Back in 1956, fifty divers entered the very first St Pete Open. The Open has grown every year, to an annual attendance of more than 300 competitors! More than 6000 people, over 40 years, have taken part in the St Pete Open, making it the premier spearfishing event in the world. No other tournament draws such a crowd, or has the consistently huge following of The St Pete Open, which is hosted annually by The St Pete Underwater Club (SPUC). Each year, the tournament is expected to set several new records, including attendance, prize value, and the number of great sponsors who make it all possible.

Shooter's Shirt

The Shooter's Shirt is "wearable bragging rights" that identifies the wearer as a spearfisherman and a competitor in the world's largest and most prestigious spearfishing tournament. Your logo will be seen for years and years, as the shirt's owner wears it proudly, again and again.





Stage Banners

It was brought to our attention that some sponsors would have loved to have their banners in the #1 space at the weigh-in, behind the stage. Every year the photos of most every fish at the tournament are taken with the back of the stage in the photo. This is especially true of the biggest fish! These photos are printed in newspapers, and magazines, and even broadcast on television and shown in videos. This space is given to every sponsor regardless of sponsorship level. Everyone gets at least a bit of space on stage at the SPO!

Since the first St. Pete Open in 1965, the spearfishing tournament has grown every year, with attendance that can exceed 300 competitors and thousands of spectators over the course of the 3 day event! 46 years and over 6,000 participants later, it is considered one of the premier spearfishing events in the world.



Tent and Table Display Spaces

Certain sponsorship levels allow you to set up a table and/or tent at the weigh-in on Saturday afternoon, and give you a table space in the Sponsor Expo Room during the Awards Ceremony on Sunday morning. Pictured at right is the area at the weigh-in that you will have to set up your display. Notice the crowd that will spend time at your display. No sales of merchandise please.



Awards Ceremony Slide Presentation

Every year we take some of the best pictures of the big fish and the event, and in the wee hours of the morning a slide show is created that combines the sponsor logos with the photographs. As this is the first time anyone has seen the photos, they watch every slide, looking for friends, family, and themselves. This slide show will run the entire time that the awards ceremony is happening to give your company the exposure it deserves. Every sponsor will have at least a mention, but the available space is given per sponsorship level. We try to match the sponsors who shoot in the tournament with their weigh-in pictures where possible. We also try and make sure that no competing sponsors are included in the same slide.

Nepa Hut Banners

Sponsors meeting a minimum level are able to hang their banners on available space along the edge of the Nepa Hut, which is the tiki bar on stilts, and the first thing people see when they enter the event area. Banners are limited to those that do not obstruct normal traffic in the area and normal resort function. First come first served on placement, and as usual, sponsors must supply the banner and hanging hardware.



Printed Shooter's Book and Sponsor Directory



Truly a favorite for our sponsors! Some folks use the Shooter's Book as their main telephone directory, calling St Pete Open Sponsors before looking for anyone else when they need something. Every sponsor gets a text listing, but sponsors that meet a minimum level also get their logo, in full color on the inside covers. If you haven't seen one, ask your friendly neighborhood SPUC Member to see one!

Online Sponsor Logo Hotlinks and Online Sponsor Directory

If you've ever visited the SPUC Web Site, you've seen the cool fish buttons that change when you move your cursor over them or click them. You might have also noticed that there is one of these fish on every page devoted to our sponsors. Clicking the main fish takes you to a page of logos and hotlinks from sponsors that have met a certain level. Not every sponsor may get on this logo page, but every sponsor does get an online text listing that is linked to the logo page! Every sponsor can also request a hyperlink be added to their text listing at no extra charge.



Sponsor Literature in Shooter's Bag

Sponsors can place printed materials (max 8.5x11") or small promotional items in the Shooter's Bag. Some examples from the past are keychains, dry-boxes, sunscreen, etc. These are handed out at the Captain's Meeting on Friday night and contain all required information for the tournament. A great place for your advertising because most people read everything in the package!

Sponsor Literature Distribution Area

Sponsors have the option to place printed literature on a specified table at the Weigh-In on Saturday afternoon, and at the Awards Ceremony on Sunday morning.

Key Sponsor Status

Key Sponsor Status is given to those sponsors who commit to at least \$5,000. Along with the obvious benefits that come along with this level of participation such as large amounts of real estate on the Shooter Shirt and the Sponsor Boards, the sponsor's name will be mentioned as a key sponsor throughout the event when key announcements are being made. The Key Sponsors also get to place a banner in the prized area behind the stage at the Weigh-In where the banners will become the background for all the big fish pictures. Although we don't ever plan on selling out the whole event to one key sponsor like so many other events have, this is a way to give the most enthusiastic sponsors a truly special level of recognition.