

SKIFF CHALLENGE

2022 SPONSOR OPPORTUNITIES

An Awareness Race For Water Quality | April 7-10, 2022

Benefiting



ABOUT **SKIFF** **CHALLENGE**

A Daring Feat to Combat Florida's Water Crisis

This test of mental and physical endurance began as a battle for bragging right and has evolved into an annual event to raise awareness about Florida's water issues. Led by those who have been directly affected—boat manufacturers—this captivating event excites viewers and fans nationwide and provides actionable ways to advance solutions. Proceeds support [Captains For Clean Water](https://captainsforcleanwater.org).

How It Works

Boat manufacturers put their 18-foot skiffs to the ultimate test, circumnavigating the 1,300 mile Florida Peninsula via nearshore waters from state line to state line. Each five-man team includes two skiff operators and three land-based support crew. All teams are equipped with extensive safety gear and navigation aids and pre-plot their own pit stops for fuel, food, repairs and rest. Boats are powered by up to a 70-horsepower outboard motor and can carry a maximum of 22 gallons of fuel at a time. Teams possess GPS devices and viewers track their real-time positions on a live map at captainsforcleanwater.org.

2022 Teams

1. Yellowfin Yachts - Sarasota, Florida
2. Hell's Bay Boatworks - Titusville, Florida
3. SeaPro Boats - Whitmire, South Carolina
4. Key West Boats - Summerville, South Carolina
5. Blacktip Boatworks – Pinellas Park, Florida
6. Lake and Bay Boats – Sebring, Florida
7. Latitude Tournament Boats – Fort Myers, Florida

EVENT SCHEDULE

SKIFF

CHALLENGE

April 6-10, 2022

Wed, April 6 - Pensacola, FL

- Press Conference – TBD
- Captains Meeting
- Kickoff Party/Meet and Greet
- Boat Inspections

Thurs, April 7 - Pensacola, FL

Flora-Bama Ole River Grill

- Race Start

Fri, April 8 - Key Largo, FL

Key Largo Marriott

- Mandatory Media Stop

Sat, April 9 - Fernandina Beach, FL

Fernandina Harbor Marina

- Teams complete challenge

Sun, April 10 - Fernandina Beach, FL

Location TBD

- Post-challenge interviews (tentative)



**Schedule subject to change.*

MARKETING & MEDIA

SKIFF

CHALLENGE

7M

IMPRESSIONS

3.7M

REACH

650K

VIDEO VIEWS

312K

WEBSITE PAGEVIEWS

**Over 4 days*

24K

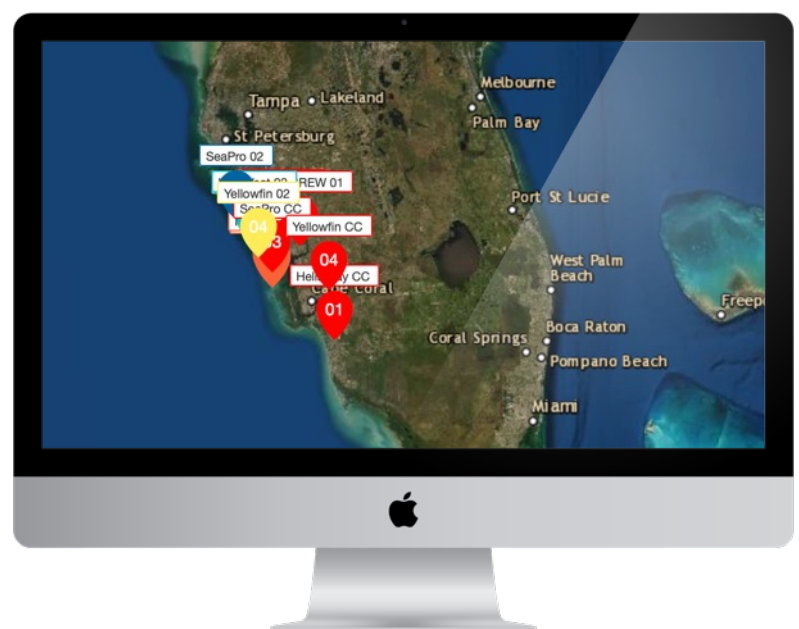
FANS & FOLLOWERS

CHANNELS

- Social Media – Paid, Organic
- Earned Media – Print, Digital, Broadcast
- Email
- Website

MEDIA EXAMPLES

- [Teaser Film](#)
- [Anglers Journal Magazine](#) (2021)
- [Power and Motoryacht](#) (2019)
- [Garden & Gun Magazine](#) (2018)





2022 SPONSORSHIP BENEFITS

	Title Sponsor \$25,000	Everglades Sponsor \$10,000	Estuaries Sponsor \$5,000	Guide Sponsor \$2,500
PROMO ASSETS				
Skiff Challenge + CFCW Logos	✓	✓	✓	✓
Teaser Videos	✓	✓	✓	✓
Include item(s) in Team Swag Bags	✓	✓	✓	✓
LOGO PLACEMENT				
Event Shirt	✓ Large	✓ Medium	Small	Small
Event Banners	✓ Large	✓ Medium	Small	Small
Side of Team Vessel	✓			
WEBSITE + SOCIAL MEDIA				
Sponsor Announcement on Social	✓	✓	✓	✓
Logo on Website w/ Links	✓ Large	✓ Medium	Small	Small
Brand Page / Content Shared to Channels	✓	✓	✓	
Video Spot on Website w/ Links	✓	✓		
Brand / Product IG Story Sequence w/ Links	✓	✓		
PHOTOGRAPHY + VIDEO PRODUCTION				
:30 Brand + Skiff Challenge Spotlight Video	✓			
Brand + Skiff Challenge Professional Photos	✓			
EXPOSURE				
CFCW Newsletter Feature	✓ Large	✓ Medium		
CFCW Recap Blog Mention + Quote	✓	✓		
Brand Mention during Live Event Coverage	✓	✓	✓	
Press Release Mention	✓	✓	✓	
Press Release Quote from Brand CEO	✓			
EXPERIENCE				
Four Seats @ VIP + Team Kickoff Dinner	✓			The Florida Skiff Challenge 05
One Seat on FWC Vessel w/ CFCW Team at Race Start	✓			

NEXT STEPS

SKIFF

CHALLENGE

Secure Your Sponsorship

Visit captainsforcleanwater.org/skiffsponsor to complete the commitment form and submit payment online. Commitment must be received by December 31, 2021, to be included in 2022 promotional efforts, materials and event signage. Email your high-resolution logo (.ai, .png, .eps, .pdf) to baylea@captainsforcleanwater.org. Contributions are 100% tax deductible.

Questions?

Contact Event Manager, Jessica Potts, to discuss sponsorships at teampotts15@gmail.com or (727) 415-6700.

Customized opportunities available.