

21ST ANNUAL



REELING FOR KIDS

Saltwater Challenge

STEINHATCHEE, FL

2024
MAY 25TH-26TH

*Steinhatchee
Marina*
Deadman's Bay, FL



BENEFITTING:
BOYS & GIRLS CLUBS
OF NORTHEAST FLORIDA
Alachua County

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Saltwater Challenge

STEINHATCHEE, FL



As the sun rises over the Gulf of Mexico, Steinhatchee will come alive for the 21st Annual Doug Johnson's Reeling for Kids Saltwater Challenge. Founded by Doug Johnson and several volunteers in 2003 in conjunction with the Boys & Girl's Club in Alachua County, this tournament is a philanthropic effort to give back to a organization that benefitted Doug in his own life as he grew up in the Northwest Boys & Girls Club in Gainesville beginning at age 5 and continuing through age 13. The Club played a vital role in developing social, academic, and athletic skills for Doug as well as many other kids attending the Alachua County organization today. Doug would later use these skills to obtain a scholarship to the University of Florida and earn a position playing quarterback for the Florida Gators. His success continued as he was also drafted out of high school in the second round to play third base for the Tampa Bay Rays. Doug would later move to the arena of the NFL following a successful college career and play seven years with the Atlanta Falcons, Tennessee Titans, Cleveland Browns, and the Cincinnati Bengals.

As a result, Doug founded the Reeling for Kids Saltwater tournament to give back to his "Club" and help young kids in Alachua County receive the benefits and support he received as a kid devoting his time and efforts to a cause close to his heart.

Reeling for Kids has become the primary fundraising source for the local Boys and Girls Clubs and has grown into one of the largest saltwater fishing tournaments on the Gulf Coast. Our Board of Directors, made up of volunteer business professionals, the Boys & Girls Club Staff and other volunteers combine their efforts to create an event that is fun, safe, and family friendly.

This event continues to grow each year in its efforts to benefit the kids in our communities and will extend its goals to achieve additional success with the help of fishing enthusiasts and donors alike interested in participating in this extraordinary event.

Our goal is for our sponsors to receive goodwill in attending our event, inviting each business to hallmark their efforts to unite with one of the fastest growing charities in Central Florida. The Reeling for Kids Saltwater Challenge offers participants opportunity to enjoy prize money and other benefits that keep the tournament competitive and bring participants back year after year.

We hope you will become a part of this special Reeling for Kids event, helping us achieve more success in our efforts to make the community a better place. For more information on Reeling for Kids, to become one of our sponsors, to join our team as a volunteer, or to enter the tournament, please contact Emily Simmons at 352-284-1377 or contact by email at emily@birdrack.com.



Partnership Opportunities

FLEET ADMIRAL

\$25,000 (no in-kind)

- 🐟 8 Captain gift bags
- 🐟 2 Complimentary boat entries
- 🐟 Accommodations for 6 on Thursday, Friday, and Saturday nights of the tournament weekend
- 🐟 Inshore fishing charter Friday and Saturday
- 🐟 Company logo on koozies for the captain and angler gift bags
- 🐟 Company logo on the tournament captain bags
- 🐟 Company logo embroidered on custom RFK hats
- 🐟 Lunch and dinner provided May 25th & 26th
- 🐟 Company recognition at the tournament awards ceremony
- 🐟 Opportunity to set up a corporate tent at *Steinhatchee Marina* (tournament headquarters)
- 🐟 Full coverage in all media outlets: TV, radio, web, and print
- 🐟 Company logo on the tournament banner
- 🐟 Company logo on the weigh-in and winner boards

\$10,000 (no in-kind)

ADMIRAL

- 🐟 6 Captain gift bags
- 🐟 1 Complimentary boat entry
- 🐟 Accommodations for 4 on Friday and Saturday nights of the tournament weekend
- 🐟 Inshore fishing charter Friday for the tournament
- 🐟 Company logo on angler gift bags
- 🐟 Company logo embroidered on the tournament fishing towels
- 🐟 Company logo embroidered on custom RFK hats
- 🐟 Lunch and dinner provided May 25th & 26th
- 🐟 Company recognition at the tournament awards ceremony
- 🐟 Opportunity to set up a corporate tent at *Steinhatchee Marina* (tournament headquarters)
- 🐟 Full coverage in all media outlets: TV, radio, web, and print
- 🐟 Company logo on the tournament banner
- 🐟 Company logo on the weigh-in and winner boards

Partnership Opportunities

CAPTAIN

\$6,000 (no in-kind)

- 🐟 4 Captain gift bags
- 🐟 1 Complimentary boat entry
- 🐟 Accommodations for 4 on Friday and Saturday nights of the tournament
- 🐟 Company logo embroidered on custom RFK hats
- 🐟 Lunch and dinner provided May 25th & 26th
- 🐟 Company recognition at the tournament awards ceremony
- 🐟 Company logo on the tournament banner
- 🐟 Opportunity to set up a corporate tent at *Steinhatchee Marina* (tournament headquarters)
- 🐟 Full coverage in all media outlets: TV, radio, web, and print
- 🐟 Company logo on the weigh-in and winner boards

\$4,000 (no in-kind)

COMMANDER

- 🐟 2 Captain gift bags
- 🐟 1 Complimentary boat entry
- 🐟 Company logo on angler gift bags
- 🐟 Company recognition at the tournament awards ceremony
- 🐟 Dinner provided May 25th & 26th
- 🐟 Coverage in all online and print media
- 🐟 Opportunity to set up a corporate tent at *Steinhatchee Marina* (tournament headquarters)
- 🐟 Company logo on the tournament banner
- 🐟 Company logo on the weigh-in board

LIEUTENANT

\$2,500 OR \$4,000 in-kind

- 🐟 2 Captain gift bags
- 🐟 1 Complimentary boat entry
- 🐟 Dinner provided May 25th & 26th
- 🐟 Company logo included on the RFK website
- 🐟 Company recognition at the tournament awards ceremony
- 🐟 Company logo on the tournament banner

Partnership Opportunities

FIRST MATE

\$1,500 OR \$3,000 in-kind

- 🐟 1 Captain gift bag
- 🐟 1 Complimentary boat entry
- 🐟 Dinner provided May 25th & 26th
- 🐟 Company logo included on the RFK website
- 🐟 Company on the sponsor appreciation event banner

\$1,500 (Maximum - 15)

T-SHIRT

- 🐟 1 Captain gift bags
- 🐟 1 Complimentary boat entry
- 🐟 Coverage in all online and print media
- 🐟 Opportunity to set up a corporate tent at *Steinhatchee Marina* (tournament headquarters)

