



**LARGEST BIG GAME
TOURNAMENT IN THE
GULF OF MEXICO**

**MONGO
is adding an
EAST COAST
DIVISION
for 2022**

**2022 SPONSOR
PACKAGE**

MONGO

153

OFFSHORE CHALLENGE

The 3rd annual MONGO Offshore Challenge is a new take on fishing tournaments. Committed to showcasing the Sportfishing community, the MONGO is a 153-day, winner-take-all quest to catch the biggest blue marlin, swordfish, tuna, dolphin, and wahoo of the season. There are 2 divisions for 2022; Gulf Coast and East Coast.

If your company, product, or service generates revenue from the Gulf Coast or East Coast sportfishing community, there is perhaps no better, more comprehensive outlet for sponsorship than the MONGO.

2020

The MONGO's first year featured: /Gulf Coast

- 66 participating teams
- Boats from 25' to 95'
- Charter boats, private boats, custom sportfishers, express boats, center consoles, catamarans and more
- Boats from all five Gulf Coast States
- More than 1,000 anglers

2021

The MONGO's second year featured: /Gulf Coast

- 132 participating teams
- Boats from 21' to 105'
- 70 Fly bridge sportfish boats /31 mono hull center consoles /22 cat boats /8 express boats/ 1 expedition vessel
- Boats from all five Gulf Coast States
- More than 2,000 anglers
- Largest Big Game Tournament in the Gulf of Mexico



The MONGO Is Custom Made for Fishing

The tournament is specifically formulated to:

1. Showcase the Gulf and East Coast's incredible fishing.
2. Showcase the Gulf and East Coast's thriving and interconnected sportfishing communities.
3. Actively promote fishing.
 - Fish caught while in other tournaments count for the MONGO.
 - The MONGO is a boat-based event. Whether it be a private sportfisher or a charter boat, anyone fishing on the boat during the season can participate.
 - The 153-day long event provides the ability to pick and choose weather windows—allowing the boats large and small to fish.
4. Be Inclusive.
 - The MONGO's price tag promotes participation, enabling both medium and high net worth boat owners to participate.
 - The MONGO's network of participating marinas provides weigh stations across the Gulf and East Coast. This allows not only many boats to fish out of the port of their choice, but many people to see MONGO-caught fish first hand.



Market Exposure

The MONGO Offshore Challenge is an outgrowth of the Gulf Coast and East Coast sportfishing scene. Because its organizers are part of the community, they understand it well. Tournament sponsors benefit from a diversified media campaign that creates exposure across a variety of channels. These include:



The MONGO App: A Direct Link to Owners, Crews and Anglers

The new MONGO app can be used to register, document trips and tally participating anglers. It includes a live leaderboard as well as photos of qualifying fish and tournament boats. The app even shows participating teams which boats are fishing on any given day.

Providing a focal point for the tournament, The MONGO Offshore Challenge App is mission control. Gold and Platinum sponsors get a banner on the app—which can also be used for push button notifications for approved promotions. This is a direct line of communication to the most active fishing crews on the Gulf and East Coast!



Magazine Editorial & Mass Media

MONGO Offshore Challenge will have many press releases to the media outlets available in regional and national publications in the sportfishing, marine, and luxury brand markets. Articles on the MONGO are scheduled to run in Marlin Magazine, Billfish Magazine, In The Bite Magazine and others. The tournament has benefited from news, radio and newspaper exposure across the Gulf and East Coast as well.



Social & Digital Media Exposure: MongoOffshore.com

The MONGO maintains an active web and social media presence. Not only do the web and social channels provide leaderboard and participation updates, but an engaging sponsorship platform as well.

Included on the MONGO's new and updated website are: leaderboards, photo showcases of participating boats, links to sponsors, and more.



Weigh Station on site exposure

With Mongo weigh stations located at the best marinas in the top sport fishing ports in the Gulf of Mexico from Texas to Tampa and East Coast NY-FI, we offer direct brand exposure for our sponsors. MONGO sponsor banners on site, official fish weight pictures uploaded to social media, local news, and print media, pictures shared with sponsors to use, of notable fish showcasing our sponsors worldwide.



Mongo Offshore Challenge apparel

Tournament apparel and tournament merchandise will present added long lasting exposure for our Sponsors. Teams will be given shirts for registering, also apparel will be on sale onsite at several participating Mongo weigh station marina stores, and local supporting tackle shops across the region, and on the MOC website.

Sponsorship Opportunities

Market Strategy

Just as the MONGO Offshore Challenge (MOC) creates an exciting event for participants, it creates a uniquely beneficial platform for sponsors.

Sponsors benefit from the following MONGO attributes:

1. Expanded season—153 days of action that feature updates that captivate the sportfishing community.
2. A Network of Participants and Spectators—the MONGO's network of participating weigh stations provides marketing real estate across the Gulf Coast and East Coast.

Target Demographics

The marketing efforts of the Mongo Offshore Challenge focus on three segments:

1. Medium income, sportfishing community.
2. High net worth sportfishing enthusiasts that enjoy the luxury lifestyles.
3. Spectators attracted to the offshore sportfishing lifestyle.

