



Enclosed is advertising and sponsorship information on the 2014 Redbone Celebrity Tournament Series, and Redbone@Large Tournaments. In addition to the satisfaction it would give your business to be an active participant in the crusade against cystic fibrosis, the nation's number one genetic killer of young people, your business will benefit from our tremendous exposure in the Sportfishing community.

The Series began as one tournament in 1988 raising \$16,000 to fund cystic fibrosis research, and has grown consistently over the years. Thanks to local press coverage, the word quickly spread to neighboring communities. The success of the event also reached regional and national outdoor publications, major marine and tackle manufactures, and celebrities from the sports, entertainment and media worlds. The Series has become immensely popular and been featured on such broadcasts as ESPN'S "Mariner Outboards Tournament Trail," ESPN2 "F.L.W. Tour," TNN "Celebrity Outdoors," PBS "Trailside," Outdoor Life Channel "Tournament Trail," ESPN "Spanish Fly," and "CBS This Morning." Several of the 2009 Series was featured on ESPN's Saltwater Series.

This year, the Redbone Tournament Series is celebrating our twenty-seventh anniversary and has expanded to twenty-nine tournaments in three countries. In the past ten years, tournaments bearing the Redbone name have netted over a million dollars a year toward cystic fibrosis research.

We would like to encourage your participation at a sponsorship level that would expand your presence through avenues that generate funds for our charitable cause. We would enjoy mingling with your representatives at the tournaments through angler entries. Experiencing light-tackle fishing at this premier fishing destination, along with enjoying the camaraderie of our anglers and celebrities would be a certain delight to any special client who is an angling enthusiast

Our Redbone Journal media kit describes our target audience defined by 25 years of the successful Redbone Celebrity Tournament Series, based in the Florida Keys. These fishing events have created a dedicated worldwide following-sportswomen and men and celebrities - who believe in the combination of sport and friendly competition to raise funds to benefit the Cystic Fibrosis Foundation.

According to *USA Today* anglers outnumber golfers two to one, contributing more than \$108 billion to the U.S. economy. Some fifty million Americans- from judges, surgeons to stay-at-home moms-enjoy the sport! Let us showcase your business in this lucrative market.

We offer a variety of ways you can participate. And are willing to modify your sponsorship package to fit your company's marketing objectives. You can entertain that special client in one of our prestigious tournaments, get national exposure through the Redbone Journal, or present your product to our deep-pocket participants. The possibilities are endless. The rewards are priceless!

Working to

"To Catch The Cure"
FOR CYSTIC FIBROSIS