



We are writing to invite your company to become a valued sponsor of the 70th Annual Seward Silver Salmon Derby, one of the oldest and largest fishing events in Alaska, established in 1956. This annual event has become an integral part of Seward and South Central Alaska's culture, attracting thousands of participants in August, which mark the busiest fishing days in the city each year.

In 2024, the Seward Silver Salmon Derby boasted impressive statistics, with more than 1,000 anglers purchasing tickets which help support our fish restoration funds. The derby supports fish restoration efforts in allowing the Seward Chamber to purchase and release thousands of fry into Resurrection Bay, contributing to the sustainability of our marine ecosystems.

One of our key objectives is to further involve kids in fishing, while continuing to foster a sense of community and family engagement. To achieve this, we have boosted our youth prize pool, transforming the derby into more than just a fishing competition but a wholesome family and community event.

New for 2025, we have created a Professional Category, which allows local charters to sign up for their own category, and is expected to bring a boost of more than 1,000 additional participants. When a charter signs up for the Derby, their guests have the opportunity to sign up as individuals at no additional cost. The charter captain bringing in the biggest fish in this category will win a trophy, and \$500 in fuel credit. If this fish is also the largest fish for the derby the charter captain will get their name added to the plaque trophy in the Breeze Inn Lounge.

We have outlined various sponsorship levels to suit your preferences, ranging from Gold Partner to Supporting Partner, each offering unique benefits and opportunities for brand exposure. Your support will not only contribute to the success of the Seward Silver Salmon Derby but will also align your brand with a highly respected and widely recognized community event.

In addition to monetary sponsorship, we are also seeking in-kind donations, gift certificates and angler gear and equipment that can be used as prizes for participants. We're also open to suggestions for additional sponsorship ideas and categories. We believe that your organization would greatly benefit from the exposure and positive association that comes with sponsoring the Seward Silver Salmon Derby. We are happy to discuss this opportunity further and answer any questions you may have. Thank you for considering our proposal, and we look forward to the possibility of partnering with you for this exciting event.

Sincerely,

Stephanie Millane - Volunteer Sponsorship Coordinator
sponsorships@chamber.com



PLATINUM PARTNER

\$10,000 + - Cash or In Kind Value

Enjoy top level brand recognition among anglers, visitors, and the sportfishing charter fleet.

Receive all gold benefits, PLUS:

- Premium logo placement on Heaviest Fish Award
- Premium logo placement at the Silver Salmon Derby Awards Ceremony

GOLD PARTNER

\$7,500 - Cash or In Kind Value

Enjoy premium brand recognition among anglers, visitors, and the sportfishing charter fleet.

Receive all silver benefits, PLUS:

- Premium logo placement on the tournament leaderboard
- Premium logo placement in the event brochure
- Premium logo placement with a link on the event website
- Premium logo placement on the volunteer t-shirt
- Opportunity to develop sponsored content (such as blog post) on the event website

SILVER PARTNER

\$5,000 - Cash or In Kind Value

Strengthen brand recognition with prominent placement in event materials.

Receive all bronze benefits, PLUS:

- Logo placement on the tournament leaderboard
- Featured logo placement in the event brochure
- Featured logo placement with a link on the event website
- Featured logo placement on the volunteer t-shirt
- Inclusion in earned media (potentially includes radio spots and press releases)

BRONZE PARTNER

\$2,500 - Cash or In Kind Value

Get your brand noticed by sport fishermen with economic clout.

Receive the following benefits:

- Logo placement in the event brochure
- Logo placement with a link on the event website
- Logo placement on the volunteer t-shirt
- Permission to use the Seward Salmon Derby for promotional purposes
- Sponsored post on the event Facebook page
- One opportunity to broadcast on the SSSD Radio to fleet

SUPPORTING PARTNER

\$500 - \$1,000 - Cash or In Kind Value

Be recognized for your valuable support of the Seward Silver Salmon Derby.

Receive the following benefits:

- Logo placement in the event brochure
- Logo placement with a link on the event website
- One opportunity to broadcast on the SSSD Radio to fleet