



THE CATCH

SFC

SPORT FISHING CHAMPIONSHIP

 **CBS**



FIRST OF ITS KIND

MADE FOR TV SALTWATER
SPORT FISHING EVENT



THE CATCH DEBUTS

LIVE SALTWATER FISHING TOURNAMENT ACTION



BROADCAST ON CBS FROM THE
**WORLD-RENOWNED
FONTAINEBLEAU
MIAMI BEACH**

FONTAINEBLEAU





MIAMI BEACH



SATURDAY APRIL 15TH | 1 – 3 PM EST

“The Catch” will debut saltwater tournament fishing on CBS, on consecutive weekends following NCAA Final Four Saturday, The Masters Saturday, and The Catch Saturday.

TWO HOURS

OF LIVE TOURNAMENT
ACTION ON CBS NETWORK

1,000,000

PROJECTED VIEWERS
DURING BROADCAST

MEDIA ROW

PODCASTS, RADIO OUTLETS,
SFC INSIDERS, YOUTUBERS



#THECATCH     
@SPORT FISHING CHAMPIONSHIP

THE CATCH WILL FEATURE

SFC CAPTAINS OF CELEBRITY BOATS



CAPTAIN
JUSTIN DRUMMOND
2022 SFC CHAMPION



ANGLER
JASELYN BERTHELOT
2022 SFC FAN VOTE
ANGLER OF THE YEAR



CAPTAIN
TAYLOR SANFORD
WAHOO FISH
DIVISION CHAMPION



SPONSORSHIP OPPORTUNITIES

Title Sponsorship

Apex partnership with maximum access, impact and ROI

Broadcast Partner

Featuring :30 spots, in-show content, social exposure, and more

Presenting Sponsorship

Powerful access, impact, and significant ROI across all aspects of production

Custom Hospitality Partner

Premium access to custom curated hospitality activations, product placement and integrations, and more

Official Partner

Includes product placement, custom content production, in-show content, and :30 spots

SFC IS IN NEARLY EVERY MAJOR COASTAL MARKET ALONG THE GULF COAST & ATLANTIC SEABOARD

1. PUNTA CANA, DOMINICAN REPUBLIC
2. GRAND ISLE, LOUISIANA
3. ST. AUGUSTINE, EAST FLORIDA
4. ORANGE BEACH, ALABAMA
5. BILOXI, MISSISSIPPI
6. MIRIMAR BEACH, WEST FLORIDA
7. CAPE MAY, NEW JERSEY
8. MARTHA'S VINEYARD, MASSACHUSETTS
9. BLOCK ISLAND, RHODE ISLAND
10. SOUTH PADRE ISLAND, TEXAS
11. SAN JUAN, PUERTO RICO



SCHEDULE OF EVENTS

APRIL 13-15, 2023

THURSDAY / 13TH

Welcome Reception &
Pro-Am Team Drawings

FRIDAY / 14TH



8am - 3pm

The Catch Pro-Am
Tournament

6pm - 9pm

The Catch Pro-Am
Tournament Awards Dinner

8:30pm

The Catch Aerial Show
at the Fontainebleau
Miami Beach Resort

SATURDAY / 15TH



8am - 3pm

The Catch tournament -
departs from Fontainebleau
Miami Beach Marina

1:00 - 3:00pm

The Catch LIVE on CBS

7:30 - 10pm

The Catch Bleaulive Concert

10pm - Close

Guests are encouraged to
close the night at LIV Nightclub
inside the Fontainebleau

EVENT SCHEDULE SUBJECT TO CHANGE





**COAST GUARD
FOUNDATION**

FLY OVER • NATIONAL ANTHEM • PILOT BOAT

LOCAL COMMUNITY CHAMPION BENEFICIARIES

Emeril Lagasse Foundation

Florida Water Warriors

Ecoventures Camps

Bluetide PR

East Biloxi Boys & Girls Club

Captains for Clean Waters

MV Boys & Girls Club

Bahamian Youth Fund

Friends of RGV Reef

Freedom Alliance

Bisbee's Wildlife fund

LISTED BENEFICIARIES SUBJECT TO CHANGE



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