

# July 31 - August 2, 2025

Walter & Mary Burke Park  
New Baltimore, MI  
[www.BayAreaSportsShow.com](http://www.BayAreaSportsShow.com)

## Partner with Us!



Three days, over 5,000 people!

Showcase your business to the Greater Anchor Bay Community



## About Us

The Sixth Annual Bay Area Sports Show / Bay Area Fishing Tournament is focused on highlighting our world class fishery, Lake St. Clair as well as promoting the continued growth and beauty of Downtown New Baltimore, engaging in family and adult activities all weekend long. The focal point of the weekend is the Bay Area Fishing Tournament, a family-friendly tournament for anglers of all walks of life to have a shot at 5 cash prizes. We also have categories for the kids, with the winners taking home a brand-new pole, over-flowing tackle bag and a trophy. The tournament goes beyond the fishing, with the harvested fish donated to Vets Returning Home - an organization that helps Veterans get back on their feet.

Other activities include a youth fishing clinic, a guaranteed catch youth fishing pond, archery range, food truck rally, cornhole tournament, bands, beverage tent and more. Saturday is focused around the family, with all activities free for the kids. The two-day vendor show allows organizations to show their products to the public.

The Bay Area Sports Show continues to expand, seen in the new partnership with the Sunstation Street Party, bringing a full day of boats and fireworks to the park on Thursday evening. We strive to foster a friendly, community environment with activities that expose our youth to the outdoors while the whole family has a great time - we have something for everyone!

## Support Your Community Today!

\*Checks payable to No Limits Fishing 501(c)(3), 46574 ERB DR MACOMB, MI. 48402

# Why Partner?



All proceeds from the weekend go to support  
New Baltimore's Parks & Recreation and No Limits Fishing Adventures

In 2021, New Baltimore Parks & Recreation identified a desire and need within the community to create a universally accessible space for children and adults to recreate and play in. The mother of Benny (pictured below), a local child with disabilities, reached out with a desire to help build an entire playscape Benny could use after seeing the endless joy Benny was getting from the accessible swing NBPR just installed. There are no playscapes of its nature in any surrounding communities and allow children with disabilities to play next to their able-bodied friends, as well as allowing parents with disabilities to play with their able-bodied children. The project was funded partially through the city, another portion coming from the park fundraising account, and the third portion fundraised through community partners, businesses, organizations, and individuals with over 75 parties contributing to the campaign. The playscape is a one-of-a-kind PENCHURA playground, a world-renowned company specializing in universal play. The playscape was opened in the Summer of 2022 in the crown jewel of New Baltimore - Walter & Mary Burke Park for maximum exposure. The funds raised from the Sports Show are dedicated to an improvement fund for future playground expansion.



No Limits Fishing Adventures is a local 501c3 non-profit that provides fishing charters for children with disabilities, mobility challenged adults and disabled veterans and their families – all at no cost. The goal of every charter is to provide the opportunity to enjoy the outdoors with a controlled day on Lake St. Clair and maybe even feel the pull from a fish on the other end of the line. The cornerstone of No Limits Fishing is the Barrier Breaker, a custom made Anglerquest Tritoon specially crafted for wheelchair accessibility. No Limits Fishing operates out of the Clay Township Pearl Beach Pier on an electric boat hoist, making for load on and off - especially for wheelchairs - very easy. No Limits offers these free charters twice a week all Spring and Summer. The funds raised from the Sports Show help off-set the costs of these free charters.





## SPONSORSHIP INFORMATION FORM

The Sixth Annual Bay Area Sports Show and Bay Area Fishing Tournament is focused on exposing more youth to the outdoor lifestyle while highlighting our world class fishery, Lake St. Clair, all while raising funds for local organizations. The now three-day fun-filled family event includes a youth fishing pond, archery skills challenge, kids' games, a two-day food truck rally, live bands, a beer tent and much more! Continuing into 2025 is our partnership with Sunstation Powerboats Street Party, bringing Thursday night fireworks. Proudly hosting Michigan's premier one-day multi-species fishing tournament on Lake St. Clair specifically formatted for families and friends to compete in a team format for cash prizes with special youth category prizes.

All proceeds benefit the New Baltimore Parks & Recreation park improvement fund and No Limits Fishing Adventures, a local nonprofit that provides fishing charters for children with disabilities, mobility challenged adults, and disabled Veteran's at no charge. Contact Adam at (586) 648-6824 or at [aabraham@cityofnewbaltimore.org](mailto:aabraham@cityofnewbaltimore.org) for more information.

**Thursday, July 31 - Saturday, August 2**

| SPONSORSHIP LEVEL                         | DESCRIPTION  | COST    |
|---|--|---------|
| <input type="checkbox"/> Platinum Sponsor | <ul style="list-style-type: none"> <li>• Large (3 x 6 ft.) banner at event</li> <li>• Item in gift bag</li> <li>• 100' x 20' promotional space</li> <li>• Large company logo on top of the back of event shirt</li> <li>• Company logo on promotional materials</li> <li>• Company logo &amp; link on home page of website</li> <li>• 1/4 ad in event tri-fold</li> <li>• 4 Yard signs placed around the event</li> <li>• Free team entry into fishing tournament</li> <li>• 6 tickets to the Saturday food truck rally</li> <li>• 6 VIP access wristbands to the Thursday night fireworks</li> <li>• Naming rights to (pick one): Children's Fishing Pond, Captain's Meeting, Cornhole Tournament or Food Truck Rally.</li> </ul> | \$2,500 |
| <input type="checkbox"/> Gold Sponsor     | <ul style="list-style-type: none"> <li>• Large (3 x 6 ft.) banner at event</li> <li>• Item in gift bag</li> <li>• 50' x 20' promotional space</li> <li>• Large company logo on back of shirt</li> <li>• Company logo on promotional materials</li> <li>• Company logo &amp; link on website</li> <li>• Large company logo in the event trifold</li> <li>• 2 Yard signs placed around the event</li> <li>• Free team entry into fishing tournament</li> <li>• 4 tickets to the Saturday food truck rally</li> </ul>   | \$1,000 |
| <input type="checkbox"/> Silver Sponsor   | <ul style="list-style-type: none"> <li>• 2 x 4 ft. banner at event</li> <li>• 20' x 20' promotional space</li> <li>• Item in gift bag</li> <li>• Small Company logo on back of shirt</li> <li>• Company logo &amp; link on website</li> <li>• Small company log in the event trifold</li> <li>• 1 yard sign placed around event area</li> </ul>  | \$750   |
| <input type="checkbox"/> Bronze Sponsor   | <ul style="list-style-type: none"> <li>• 18" x 36" banner at event</li> <li>• 20' x 10' promotional space</li> <li>• Item in gift bag</li> <li>• Company logo &amp; link on website</li> <li>• Company name listed in event trifold</li> </ul>   | \$500   |
| <input type="checkbox"/> Drink Sponsor    | <ul style="list-style-type: none"> <li>• A 2' x 4' banner with your company logo placed above the bar</li> </ul>   | \$250   |
| <input type="checkbox"/> Pond Sponsor     | <ul style="list-style-type: none"> <li>• Your yard sign displayed on the side of the instructional fishing pool.</li> </ul>  | \$100   |

Check payable to: No Limits Fishing, INC.

Please mail to:

46574 Erb Drive

Macomb Township, MI, 48042

Questions?

Contact Adam Abraham, Director of New Baltimore Parks & Recreation  
[aabraham@cityofnewbaltimore.org](mailto:aabraham@cityofnewbaltimore.org) or 586-648-6824

PRESENTED BY



**LAFONTAINE**  
CHEVROLET BUICK GMC ST. CLAIR



**GMC**



**NO LIMITS**



**FISHING ADVENTURES**

PEARL BEACH  
GLAY TOWNSHIP, MICHIGAN

**New Baltimore  
& Parks  
& Recreation**  
Creating Community Through Recreation

**July 31, August 1 & 2, 2025**

**Walter & Mary Burke Park, New Baltimore**

## THURSDAY, JULY 31

- 7pm - 12am Beer Tent Open (\$5 cover)
- 8pm - 11:30pm Live Music From The Meldrum Brothers!

## FRIDAY, AUGUST 1

- 4pm - 9pm Vendor Showcase Open
- 4pm - 9pm Food Truck Rally! Presented by Christian Financial Credit Union
- 4pm - 12am Beer Tent Open (\$5 cover after 7pm)
- 6:00pm Cornhole Registration Opens
- 7:00pm Cornhole Bags Fly!
- 8pm - 11:30pm Live Music From The Gobies!

## SATURDAY, AUGUST 2

- 8am - 3pm Bay Area Fishing Tournament
- 10am - 6pm Vendor Showcase Open
- 11am - 5pm Bouncers, Obstacle Course & Other Activities
- 11am - 5pm Free Youth Fishing Pond and Archery Skills Range
- 12pm - 10pm Beer Tent Open
- 5:00pm Tournament Awards Presentation
- 12pm - 6pm Food Truck Rally! Presented by Christian Financial Credit Union
- 6pm - 9pm Live Music From American Ages!



**More Information at [www.BayAreaSportsShow.com](http://www.BayAreaSportsShow.com)**