

Dear Friends and Anglers,

Greetings from Hook, Line & Paddle! Preparations have begun for the Second Annual TJM Celebrity Charity Kayak Fishing Tournament. This charity event will raise money for the North Carolina Alzheimer's Association. All proceeds to this event will be donated to the North Carolina Chapter of the Alzheimer's Association. Last year we were able to present a check to the North Carolina Alzheimer's Association for \$3500.00. This year our goal is \$5000.00!! Most everyone has had contact with or know someone who has been affected by this terrible disease. In November of 2002, my Father, Mr. Terrance Jackson Meddock lost his battle with Alzheimer's. It is my honor and memory that the TJM Celebrity Charity Kayak Fishing Tournament be held on Saturday, July 31, 2010 on the Cape Fear Coast in Wrightsville Beach, NC. We are hoping to make this annual event fun for the entire family. Considering the explosive popularity of coastal inshore kayak & paddleboard fishing, we're expecting a great turnout from the local, regional, and out of state kayak fishing communities.

In addition to the tournament, there will be a Captain's meeting the night before, on and off water kayak fishing quick clinics, autographs, sponsor booths, free food and beverages, music, and lots of fun. Each participant will receive an event t-shirt, and two dinners. The first 100 to register will receive a Captain's Bag. There will also be raffles and a silent auction. With the help of our sponsors, supporters, and volunteers, we can help make a difference in the research to fight Alzheimer's disease. Enclosed is sponsorship information to become a sponsor and/or a participant for this great cause. We also need volunteers, celebrities, and prize donations for one or more of the following: tournament winners, silent auction, raffles, and captain's bags. If you can help out with any of these, it would be greatly appreciated. If you have any questions about the event, please feel free to email or call us at (910) 792-6945 or 1-877-91-KAYAK. We appreciate your time and considerations in helping us raise money and awareness for the fight against Alzheimer's.

Sincerely,

Ryan Meddock

Ryan Meddock
Co-Owner, Hook, Line & Paddle
435 Eastwood Road
Wilmington, NC 28403
(910) 792-6945
www.hooklineandpaddle@yahoo.com

TJM Celebrity Charity Kayak Fishing Tournament Sponsorship Information

Gold Sponsor- \$500

Includes:

- Gold Sponsor Listings on all event t-shirts and printed materials
- Sponsor included in all T.V. Ads, Radio Ads, & Newspaper Ads
- Promotion on HLP's website on the tournament page with your company listing and link to your website
- Sponsor is encouraged to display their corporate banner at the tournament
- Sponsor is encouraged to display promotional materials at the event. We are expecting a big turnout.
- Sponsor is encouraged to provide promotional items for the participants' captain's bag. A total of 100 bags will be provided.
- Acknowledgement of sponsorship with a plaque of recognition for your business.
- Two person entry in the Kayak Fishing Tournament
- 3 event t-shirts

Silver Sponsor- \$300

Includes:

- Silver Sponsor Listings on all event t-shirts and printed materials
- Promotion on HLP's website on the tournament page with your company listing and link to your website
- Sponsor is encouraged to display their corporate banner at the tournament
- Sponsor is encouraged to display promotional materials at the event. We are expecting a big turnout.
- Sponsor is encouraged to provide promotional items for the participants' captain's bag. A total of 100 bags will be provided.
- Acknowledgement of sponsorship with a framed certificate of recognition for your business
- One person entry in the Kayak Fishing Tournament
- 2 event t-shirts

Bronze Sponsor- Charitable Donations

Includes:

- Bronze sponsor listings on all event t-shirts and printed materials
- Promotion on HLP's website on the tournament page with your company listing and link to your website
- Sponsor is encouraged to display their corporate banner at the tournament
- Sponsor is encouraged to display promotional materials at the event. We are expecting a big turnout.
- Sponsor is encouraged to provide promotional items for the participants' captain's bag. A total of 100 bags will be provided.
- Acknowledgement of sponsorship with a certificate of recognition for your business
- One event t-shirt

TJM Celebrity Charity Kayak Fishing Tournament

Rules and Regulations

1. **Participation and Eligibility-** Participation is open to anyone 18 years of age or older. Minors are eligible to participate with a parent or guardian signature on the release form. A completed participant packet and entry fee must be received no later than published deadline.
2. **Registration and Captain's Meeting-** Each participant must register and pay by July 15, 2010. Participants registering after July 15, 2010 will pay an additional \$15.00 late registration fee. Participants' registration will be open through the captain's meeting at 6:30 pm Friday, July 30, 2010 at Hook, Line & Paddle, Wilmington, NC (Additional parking across street from HLP next to the Scotchman Gas Station). Attendance at the captain's meeting is mandatory for each participant unless authorized by tournament director.
3. **Safety-** Safe boating must be observed at all times. Participants are required to comply with US Coast Guard regulations including the possession of US Coast Guard approved personal floatation device (PFD) and a whistle.
4. **Sportsmanship-** All participants are required to follow high standards of sportsmanship, courtesy, and conservation. No alcoholic beverages or use of illegal drugs are permitted. Non-compliance with tournament rules and regulations are grounds for immediate disqualification and any prizes awarded must be returned.
5. **Permitted Fishing Methods-** All fish must be caught with a hook and line only. Artificial bait and live baits are allowed; however, if the participant is going to use live bait, it has to be caught during tournament fishing hours only. Participants cannot get live bait before the tournament starts. Each kayak will be inspected by tournament officials before the start of the tournament for allowed items including artificial bait only, PFD, and a whistle. No motorized kayaks are allowed and all crafts must be paddled or pedaled unless authorized by tournament director. All fish must be caught from the kayak. No wade fishing or shore fishing is allowed. Fish finders are welcome, but no chumming!
6. **Permitted Fishing Locations-** Participants can launch their kayaks starting at 6 am. Participants can then fish any area they can paddle to and may not receive assistance including but not limited to following a non-participant boat, the placing of markers by a non-participant, being towed or riding motored vessels, or receiving electronic, voice, or data communication from non-participants. All fishing locations must be in waters accessible according to the law and US Coast Guard regulations. Participants can fish from the North End of Figure Eight Island south to Bald Head Island and in the Cape Fear River from River Road State Park (Shark Tooth Island) south to Bald Head Island.

7. **Scoring-** We will use a photo release scoring system only determined by the length of each fish (measured nose to tail). Each participant will be issued a measuring device designed for this tournament and it must be turned back in during weigh-in to receive your dinner ticket. Photos will have to be taken with fish on tournament measuring device only. No bringing fish to weigh-in to measure; has to be done from your kayak. Each participant will fill out their score card and turn in to tournament officials as well as digital camera memory stick by 4:00 pm or will be subject to disqualification. Participants will get their memory stick back after tournament officials download pictures of fish. Scoring photos remain the sole ownership of Hook, Line and Paddle to be used at their discretion.
8. **Check In-** Check in will begin at 1:00 pm at Wrightsville Beach Park, Wrightsville Beach, NC. All participants must check in no earlier than 1:00 pm and no later than 4:00 pm with their score cards and memory sticks.
9. **Post Check In Party-** Starting at 2:00 pm will be the post tournament party including food, beverages, sponsor and vendor booths, quick clinics, music, celebrity autographs, raffles, silent auction, and tournament winners prize ceremony and sponsor recognition.
10. **Protest-** All protests must be in writing and delivered to a tournament official within 30 minutes of check in. The tournament director has the final say in all decisions.
11. **Rule Changes-** Rules interpretation will be presented to the tournament director. The decisions of the tournament director are final and are not subject to appeal.
12. **Release of Liability-** A waiver and release of liability form is part of the registration pack and every participant is required to read, initial, sign, and date the waiver and release of liability form or they will not be eligible to participate.
13. **Prize Structure-** Prizes are kayaks/accessories/gear/equipment. Participants are eligible for more than one first place class prize, one second place class prize, and one third place class prize; but only one prize per class. Prize information will be updated on our website at www.hooklineandpaddle.com
14. **Raffle-** Each contestant will receive one raffle ticket in their captain's bag. Additional raffle tickets can be purchased during event. You must be present to win any raffle prizes.
15. **Silent Auction-** A silent auction will be held during the post check in party. Remember all money for this tournament goes to the fight against Alzheimer's disease. Bid away for a great cause!

TJM Celebrity Charity Kayak Fishing Tournament

To Benefit N.C. Alzheimer's Association

July 31, 2010 – Cape Fear Coast, Wrightsville Beach, NC

Registration Form

Name:	_____	Phone:	_____
Address:	_____		
City:	_____	State:	_____
		Zip:	_____
Email:	_____	Age:	_____
		Sex:	M____ F____
Emergency Contact & Phone:	_____		

• Tournament Registration Cost	\$50.00	_____
Includes Captain's Bag (first 100), T-Shirt, & 2 Dinners (T-Shirt Size S-XXL) _____		
• Additional Tournament T-Shirt (Size S-XXL)	\$15.00	_____
• Additional Dinner Ticket	\$12.00	_____
	Total:	_____
• Please mail registration, signed & initialed Waiver and Release of Liability, & payment to:		

- All registration forms must be completed as well as a initialed and signed Waiver and Release of Liability
- Register by July 15, 2010 to avoid a \$15 late fee
- Mandatory Captain's meeting at Hook, Line & Paddle, Wilmington, NC on July 30, 2010; 6:30 pm (Unless authorized by tournament director)
- For additional information, rules, sponsorships, and media opportunities please call 910-792-6945 or 1-877-91-KAYAK or visit www.hooklineandpaddle.com

2010 TJM Celebrity Charity Kayak Fishing Tournament

Waiver and Release of Liability

In consideration of the services that Tidewaters, LLC d/b/a Hook, Line & Paddle, HLP, its agents, owners, officers, employees, contractors, volunteers and all other persons or entities acting in any capacity on their behalf (hereinafter collectively referred to as "Hook, Line and Paddle") is providing me, I hereby agree to release and discharge Hook, Line & Paddle on behalf of myself, my heirs, assigns, personal representatives and estate, and any minors accompanying me as follows:

Initial after each number and sign and date

1) I acknowledge that many Hook, Line and Paddle activities involve strenuous exercise, and entail known and unknown risks that in rare instances could result in serious physical or emotional injury, paralysis or death. I understand that such risks simply cannot be eliminated without jeopardizing the essential qualities of the program. These activities include, but are not limited to, flat-water canoeing and kayaking, whitewater canoeing and kayaking, whitewater rafting, hiking, swift water rescue practice and drills, camping, cooking, and riding in a fifteen-passenger can. There are trips on ocean, sounds, and rivers and into remote areas that do not afford prompt communications with rescue or medical facilities, and from where rescue or transport can take time. Furthermore, instructors have difficult jobs to perform. They seek safety, but are not infallible. They might misjudge a participant's fitness or abilities. They might misjudge the weather, the elements, or the terrain. They may give inadequate instructions or warnings, and the equipment being used might malfunction. I know that injuries and damages can occur by natural causes or activities of other persons, animals, trip members, trip leaders and assistants or third parties, either as a result of negligence or because of other reasons. I understand that risks of such injuries and damages are involved in adventure travel and I appreciate that I may have to exercise extra care for my own person and for others around me in the face of such hazards. I further understand that on this activity there may not be rescue or medical facilities or expertise necessary to deal with the injuries and damages to which I may be exposed. I understand that during my participation in this Hook, Line and Paddle activity, I may be exposed to a variety of hazards and risks, foreseen or unforeseen, which are inherent in each activity and cannot be eliminated without destroying the unique character of the activity. These inherent risks include, but are not limited to, the dangers of serious personal injury, property damage, and death ("Injuries and Damages") from exposure to the hazards of travel and Hook, Line and Paddle has not tried to contradict or minimize my understanding of these risks. I know that Injuries and Damages can occur by natural causes or activities of other persons, animals, trip members, trip leaders and assistants or third parties, either as a result of negligence or because of other reasons. I understand that risks of such Injuries and Damages are involved in adventure travel such as Hook, Line and Paddle activities and I appreciate that I may have to exercise extra care for my own person and for others around me in the face of such hazards. I further understand that on this Activity there may not be rescue or medical facilities or expertise necessary to deal with the Injuries and Damages to which I may be exposed.

2) To the fullest extent allowed by law, we the undersigned waive, release from liability, discharge and agree to indemnify and hold harmless Hook, Line and Paddle, its officers, directors, employees, agents, and leaders from all rights and claims for damages, injury or loss to any person or property which may be sustained or occur while in the care of Hook, Line and Paddle, or in any activity which is in any way connected with Hook, Line and Paddle, or any use of its equipment, including such claims which allege negligent acts or omissions by Hook, Line and Paddle or losses caused by my own negligence while a participant in the activity.

3) Should Hook, Line and Paddle or anyone acting on behalf of Hook, Line and Paddle be required to incur attorney's fees and costs to enforce this agreement, the undersigned agree to indemnify and hold them harmless

for all such fees and costs. In consideration of the applicant, who is a minor, being permitted by Hook, Line and Paddle to participate in its activities and to use its equipment, I further agree to indemnify and hold harmless Hook, Line and Paddle from any and all claims which are brought by, or on behalf of, the applicant, and which are in any way connected with such use or participation by the applicant.

4) I certify that I have adequate insurance to cover any injury or damage the applicant may cause or suffer while participating, or else I agree to bear the costs of such injury or damage to myself.

5) By signing this document, I acknowledge that if anyone is hurt or property is damaged during the applicant's participation in the Hook, Line and Paddle program, I may be found by a court of law to have waived my right to maintain a lawsuit against Hook, Line and Paddle on the basis of any claim from which I have released them herein.

6) This Agreement is intended to be as broad and inclusive as is permitted by law. If any provision of this contract is held to be invalid or unenforceable, all other provisions shall nevertheless continue in full force and effect.

7) The terms of this contract shall be binding upon the heirs, executors, administrators, successors and assigns of the parties hereto and includes any minors accompanying me on the activity.

8) I have had sufficient opportunity to read this entire document. I have read and understood it, and agree to be bound by its terms. I have read any rules and conditions applicable to the activity made available to me; I will pay any costs and fees for the activity; and I acknowledge my participation is at the discretion of the leader.

9) The activity officially begins and ends at the location(s) designated by Hook, Line and Paddle. The activity does not include carpooling, transportation, or transit to and from the activity, and I am personally responsible for all risks associated with this travel. This does not apply to transportation provided by the Hook, Line and Paddle during the activity.

10) If I decide to leave early and not to complete the activity as planned, I assume all risks inherent in my decision to leave and waive all liability against the Hook, Line and Paddle arising from that decision. Likewise, if the leader has concluded the activity, and I decide to go forward without the leader, I assume all risks inherent in my decision to go forward and waive all liability against the Hook, Line and Paddle arising from that decision.

11) I hereby warrant and represent that I am over 18 years of age and have signed this Waiver and Release of Liability and covenant not to sue freely and voluntarily.

PARTICIPANTS NAME (PRINT): _____

PARENT/GUARDIAN (PRINT): _____

SIGNATURE: _____

DATE: _____