2026 Derby Grand Prize Announced: Customized Jeep Gladiator Mojave X from Vineyard Vines

New Grand Prize Honors Two Vineyard Traditions

Edgartown, MA — [July 24, 2026] — The Martha's Vineyard Striped Bass & Bluefish Derby Committee is pleased to announce that Vineyard Vines will provide a truly one-of-a-kind Grand Prize for the upcoming 2026 Derby – a custom Derby-themed 2026 Jeep Gladiator Mojave X.

Vineyard Vines has partnered with the Derby for more than two decades as the hat sponsor, and through various other fundraising efforts and community involvement.

Wrapped in an exclusive "Vineyard Slam" Camo and equipped for everything from beach driving to back-road adventures, the grand prize captures the spirit of fishing the Vineyard while reflecting vineyard vines' unmistakable coastal style.

Rendering – Prize May Vary

"We didn't want to simply donate a Jeep— we wanted to build something every fisherman on Martha's Vineyard will dream of owning. This customized Gladiator celebrates everything we love about the Derby and we can't wait to watch someone win it at the Key Ceremony," said vineyard vines.

"We know this grand prize will be well-received at Derby headquarters this fall. Over the past two decades, the support from vineyard vines has been exceptional and we are grateful for our continued partnership with Shep and Ian Murray. The Committee looks forward to the 81st Derby this fall, and this amazing grand prize will only add to the excitement," said Derby President John Custer.

The customized Gladiator will be displayed throughout the 2026 Derby at Derby Headquarters in Edgartown. The jeep will be awarded at Farm Neck Golf Club during the Final Awards Ceremony on Sunday, October 18.

About the Martha's Vineyard Striped Bass & Bluefish Derby

Founded in 1946, the Martha's Vineyard Striped Bass & Bluefish Derby has become one of America's premier saltwater fishing tournaments. Each fall, thousands of anglers, sponsors, donors, and volunteers participate to help raise funds for the Derby's charitable foundation. The 2026 Derby runs from September 13 through October 17. To learn more, visit www.mvderby.com

About Vineyard Vines

Founded on Martha's Vineyard in 1998 by brothers Shep and Ian Murray, vineyard vines is a nationally recognized coastal lifestyle brand inspired by life on the Island. Today the company offers apparel and accessories through retail stores across the country and online while remaining deeply connected to its

Vineyard roots. Shep and Ian were inducted into the Derby Hall of Fame in 2025. The brand's products are available at vineyardvines.com and retail stores nationwide.