



2018 Eastern Regional Water Ski Championships

Twin Lakes Waterski Park
Monroe, New York
July 26-28

Sponsorship Media Kit

For additional sponsorship information, contact: Justin Campfield,
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Sponsorship Opportunities

Over three days of competition, 200 of the best water skiers in the eastern United States will compete at Twin Lakes Waterski Park in Monroe, NY, for the right to be called Eastern Region Champions. Those competitors will be joined by 40-plus officials and an estimated 300-400 spectators in the Northeast's biggest water ski tournament of the year – all taking place only 50 miles from NYC.

The Eastern Region of the American Water Ski Association and Twin Lakes Waterski Park are proud to offer partners the following sponsorship opportunities.

Please see the "Sponsorship Opportunity Descriptions" page in this packet for more details about specific offerings, including program advertisement specifications.

<u>Sponsorship Level</u>	<u>Investment</u>	<u>Sponsors Receive</u>
Title Sponsor	\$2,500	Title sponsorship, pre-roll logo on recap video, full-page ad on back cover of event program, PLUS EVERYTHING BELOW ↓↓↓
Gold	\$1,000	Post-roll logo on recap video, full page ad in event program, logo on participant t-shirt, PLUS EVERYTHING BELOW ↓↓↓
Silver	\$500	Half-page ad in event program, opportunity to provide on-site banners, 15-second on-site audio announcements, PLUS EVERYTHING BELOW ↓↓↓
Bronze	\$250	Quarter-page ad in event program, inclusion in participant pre-event e-newsletter, logo on event website, opportunity to include items in participant/officials goodie bag

Event Program Ads Only:

Full page: \$250	Half page: \$150	Quarter Page: \$100
Business card: \$50	Back Cover: \$425	Inside cover: \$325

Supporting family: Business card-size "best wishes" ad in event program, \$50

Place your sponsorship order by filling out the online form here:

<http://www.awsaeast.org/regionals-sponsorship/>

Sponsorship Opportunity Descriptions

Event program: A key communications piece for the tournament, the program will feature an event sitemap, schedule and other important information in addition to sponsor ads.

- Advertisement sizes (width x height):
 - Full-page: 8" x 10.5"
 - Half-page: 8" x 5"
 - Quarter-page: 4" x 5"
 - Business card: 3.25" x 2"

Title sponsorship: Gives naming rights to sponsor, including all communications involving the Championships. Also includes press release announcing sponsorship agreement.

Recap video: Post-tournament a brief (two- to three-minute) video will be developed highlighting the tournament and shared with participants and supporters. Sponsors at the gold levels and beyond will have their logos featured.

T-shirts: Sponsors will receive logos on official and participant t-shirt.

Podium signage: A step-and-repeat banner bearing sponsors logos will be prominently displayed on the awards podium.

Participant pre-event newsletter: One to two weeks prior to the event, tournament organizers will send an e-newsletter to participants highlighting key tournament information, including a visitors' guide. This newsletter will play a large role in participants purchasing habits while attending the event (restaurants, shopping, accommodations, etc.)

AWSAEast.org: Recognition on the page(s) of AWSAEast.org dedicated to the event.

On-site banners: The opportunity to build brand awareness and loyalty by displaying banners on site during the duration of the event.

On-site audio announcements: 15-second announcements of sponsors' support, three times per competition day.

Goodie bags: Provided to each competitor and official, goodie bags offer sponsor the opportunity to get their gifts, discounts/coupons and information directly in the hands of potential customers.

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Questions? Contact:

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