



Carolina Show Ski Team 2017 Souvenir Program Book

The Carolina Show Ski Team is offering advertising in our full-color 2017 season Souvenir Program Book. Each advertiser's ad will run in 3,000+ copies of the full-size program, which will be distributed at water ski shows, at ski team events throughout the 2017 season, and at related events.

The Carolina Show Ski Team, Inc. was founded in 1988. We are a 501(c)(3) registered nonprofit organization with a mission to promote water skiing and water safety. We achieve our mission through water ski show performances, exhibition performances, tournament participation, and community engagement activities. We develop and maintain facilities for water skiing, work to improve boating and water safety, and stimulate interest in water skiing among non-skiers in the region. We perform throughout the Carolinas and in out-of-state regional and national competitions.

Full Page 8.5" x 11" \$250 - \$350	Quarter Page 4.25" x 5.5" \$125	Eighth Page 4.25" x 2.75" \$90
	Half Page 8.5" x 5.5" \$160	

Advertising Options (all ads are full color):

Our 2017 program will be a full-size, full-color, professionally designed and printed publication, which will showcase your business ad, coupon, or information to the community.

2017 Program Book Options

	Ad Size	Price
Full Page, Back Cover SOLD	8½" x 11"	\$550
Full Page, Front Inside Cover SOLD	8½" x 11"	\$350
Full Page, Front Face, "page 3" SOLD	8½" x 11"	\$350
Full Page, Back Face SOLD	8½" x 11"	\$350
Full Page, Back Inside Cover SOLD	8½" x 11"	\$350
Other Full Inside Pages	8½" x 11"	\$250
½ Page Ad	8½" x 5½"	\$160
¼ Page Ad	4¼" x 5½"	\$125
⅛ Page Ad	4¼" x 2¾"	\$90

Website Listing:

Advertisers will be featured on carolinashowski.org with the purchase of any program book ad.

Artwork Submission Specifications:

Artwork is preferred in vector format (.ai, .eps, or high-res .pdf), but 300dpi minimum files are also acceptable. Ads should be submitted in process CMYK with a ¼" bleed on all sides. Limited ad creation assistance may be available to those businesses who need it.

Contact Rebecca Bruschi with questions: (262) 490-2951 or marketing@carolinashowski.org.

Non-Advertising Contributions:

Contributions can be made without an advertisement. While any donation amount is accepted, the following tiers will receive acknowledgement within our Program Book: \$25, \$50, \$100, \$150, \$250, and \$500+. As a 501(c)(3), your donations now and throughout the year are tax deductible.

ALL PAYMENTS MUST BE RECEIVED NO LATER THAN APRIL 1, 2017 TO BE FEATURED.



Carolina Show Ski Team Sponsorship Opportunities

Interested in even more exposure? Sponsorship contracts run from April 1, 2017 to March 31, 2018. All sponsors may be featured on carolinashowski.org. Sponsors agree to provide any necessary artwork, decals, or other materials to Carolina Show Ski Team in a timely manner for inclusion. As a major sponsor – i.e. all but the a la carte options – you have first right to renew sponsorship in the following season.

<u>Platinum Sponsor Package</u>	\$4,000
<ul style="list-style-type: none"> • Exclusive advertisement on the jump during all shows • Primary logo on both main towboats SOLD • Primary logo on both trailers (towed through town, to road shows, and to tournaments) • Logo featured on team & souvenir t-shirts (seen at events & in public for years) • Beachfront feather flag displayed at every show • Individual show sponsor for two nights of your choosing 	
<u>Gold Sponsor Package</u> (not available if Platinum is purchased)	\$2,500
<ul style="list-style-type: none"> • Primary logo on both main towboats SOLD • Primary logo on both trailers (towed through town, to road shows, and to tournaments) • Logo featured on team & souvenir t-shirts (seen at events & in public for years) • Beachfront feather flag displayed at every show • Individual show sponsor for the night of your choosing 	
<u>Silver Sponsor Package</u>	\$1,500
<ul style="list-style-type: none"> • Secondary logo on gunnels of two main towboats • Secondary logo on equipment trailer (taken to every show & practice) • Logo featured on team & souvenir t-shirts (seen at events & in public for years) 	
<u>Ski Sponsor Package</u>	\$1,500
<ul style="list-style-type: none"> • Custom wrap design on all show boards (our standard water skis) • Logo printed on team & souvenir t-shirts (seen at events & in public for years) 	
<u>A La Carte Items</u> (items may not be available if exclusively purchased above)	
• Main bow logo on both towboats SOLD	\$900
• Main bow logo on a single tow boat SOLD	\$500
• Logo on both gunnels of both towboats	\$700
• Logo on both gunnels of a single towboat	\$400
• Logo on team & souvenir t-shirts (seen at events & in public for years)	\$400
• Logo on our equipment trailer (taken to every show & practice)	\$400
• Logo on our A/V trailer (taken to every home & away show)	\$250
• Individual show sponsor	\$200
• Freestanding feather flag banner (you provide art; we order the flag; 2+ year min)	\$200/yr

} save \$75 with both trailers

We are open to your additional sponsorship ideas. All suggestions will be considered and are encouraged.



2017 CAROLINA SHOW SKI TEAM ADVERTISING CONTRACT

Today's Date	
Company Name	
Contact Name	
Contact Phone(s)	
Contact Email	
Billing Address	
Artwork Provided or details for obtaining	
Website Information	

I _____ hereby authorize Carolina Show Ski Team to publish advertising literature in the 2017 Carolina Show Ski Team Souvenir Program Book, on carolinashowski.org, and on other media as appropriate with the details listed below:

Commitment Type	Description	Price
Program Book Ad		
Personal Contribution		
Team Sponsorship		
Other		

Payment Terms: full payment due at time of purchase.

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Carolina Show Ski Team Representative	
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