



January 2018

Dear Carolina Show Ski Team supporter,

Thanks to your generous support, the Carolina Show Ski Team will be celebrating 29 years of show skiing excellence this year. Throughout our history, our 501(c)(3) nonprofit organization has supplied countless hours of entertainment to the Carolinas with our free Broadway-on-water-style water ski shows and our fun and exhilarating community programs right here on the waters of Lake Wylie in Tega Cay. Our themed shows help us promote the sport of show skiing as the only team of our kind in the region.

As a 501(c)(3) nonprofit organization, we need your financial support. None of our members are paid, and we receive no public funding. In fact, our members pay annual dues to participate. Your contribution enables us to continue to provide high-quality family entertainment for the Tega Cay, Fort Mill, and Charlotte areas. You will also be helping us give back to our great community: the past few years, we have fundraised and donated over \$4,000 to help other families and local nonprofits.

To thank you for your business's support of the Carolina Show Ski Team, we can offer a variety of marketing opportunities to spread your company's message to our audiences:

- Advertisements printed in our Souvenir Program Book, a professionally-produced 8.5" x 11" publication; full-color copies are distributed FREE every week at our shows June thru August and at events throughout the year
- Exposure at Carolina Show Ski Team "road shows" throughout the Carolinas during the summer
- Sponsorship options including but not limited to jump ramp, boat, and trailer signage; logo placement on team shirts; beachside signage during shows; and individual show sponsorship

Please take a moment to review the attached 2018 advertising and sponsorship information, and let us know which option works best for you. The deadline for inclusion in our 2018 Souvenir Program Book is April 1, 2018.

We are honored to have your support in our 2018 season and beyond.

Sincerely,

Fred Wingate
2018 President
Carolina Show Ski Team
(980) 999 – CSST (2778)
carolinashowski.org/help/advertise





2018 Advertising Opportunities with the Carolina Show Ski Team

2018 Souvenir Program Book Advertising

Each advertisement will run alongside team information in copies of our full-size, full-color Souvenir Program Book. This publication is distributed at no cost to the public at water ski shows and ski team events throughout the 2018 season.

Program Book Options

	<u>Ad Size</u>	<u>Price</u>
Front Cover "Presents..."	Top Banner	\$550
Full Page, Back Cover SOLD	8½" x 11"	\$550
Full Page, Front Inside Cover	8½" x 11"	\$350
Full Page, Front Face, "page 3"	8½" x 11"	\$350
Full Page, Back Face	8½" x 11"	\$350
Full Page, Back Inside Cover	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

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

Contact marketing@carolinashowski.org to submit your artwork: .ai, .eps, or high-res .pdf recommended; 300dpi minimum; process CMYK; ¼" bleeds. Please contact us with any questions. **Submission deadline: April 1, 2018.**

Non-Advertising Contributions

Donations can be made without a formal advertisement. While any donation amount is accepted, the following tiers will receive acknowledgement within our Souvenir Program Book: \$25, \$50, \$100, \$150, \$250, and \$500+. Carolina Show Ski Team is a **501(c)(3) not for profit club and all donations are tax deductible!**

Have another idea for promoting your business with the Carolina Show Team? We are open to your additional ideas. All suggestions will be considered and are encouraged. Please reach out to our marketing team.

Marketing Team

- Tommer Catlin – (415) 845-9329 or marketing@carolinashowski.org

Package	Price	Selection	Business Name	
Full Page Ad	\$250		Contact	
Half Page Ad	\$160		Phone	
Quarter Page Ad	\$125		Email	
1/8 Page Ad	\$90		Signature	
Contribution	Any \$\$\$\$			

Checks Payable to CSST or Pay Online:
<https://carolinashowski.org/help/advertise/>