

Shermalot Water Ski Show Team

P.O. Box 101
Nekoosa, WI 54457

February 15, 2016

Dear Friend of Shermalot Water Ski Show Team:

It is with great enthusiasm that we welcome you to our 41st year of waterskiing entertainment! This is going to be a summer of continuous celebration as we welcome back former skiers all season long! We are extremely appreciative of the support we have been given by our community. This has provided momentum to our team and we plan to accomplish many feats this season. Each year our water ski club reaches thousands of spectators in the central Wisconsin area. We invite you to be part of our season this year. In this packet, you'll find a variety of cost effective sponsorship options and advertising opportunities while supporting a family-centric activity within our community.

We thank you in advance for your support of our ski club.

Respectfully Yours,

Shermalot Water Ski Show Team

Sponsorship Options/Advertising Opportunities:

- **Program Booklet:** These full size booklets are distributed throughout the state, reaching thousands of spectators with a variety of demographics, highlighting the team members and our sponsors while showing our team accomplishments. Available ad sizes: 1/8, 1/4, 1/2, and full page.
- **Logo Decal Sponsorship:** Advertise your business with a vinyl decal on our distinctive and "attention grabbing" boats, jump, and equipment truck/trailer.
- **Promotional Announcements during the Show:** As a prelude to our ski show, professionally recorded ads will be played to large audiences highlighting our sponsors.
- **T-Shirt Logo Advertising:** A great place to advertise your business is on one of our show themed t-shirts. Shirts are worn by the ski club members and available as souvenirs for our audience members.
- **Rome-ing Ski Card:** During the year, let the audience patronize your business by sponsoring a spot on the Rome-ing Ski Card. These cards will be sold at all Shermalot events. Cards will be available to purchase beginning in early May and will be valid for one year.

Questions can be referred to Denene Cardelli (815)245-1617.

Please join us in kicking off the 2016 Show Ski Season; it's sure to be a great one!

As always, we appreciate your support!

2016 Value Sponsorship Packages

\$1,500 Silver Package (Over \$2300 Value)

Shermalot will provide:

- ✓ Logo on Boat (sponsor provides vinyl logo)
- ✓ Full-Page in the program booklet
- ✓ 12" Decal on equipment trailer
- ✓ Decal on Equipment Truck
- ✓ 2 Program spots during each show (pre-show and intermission)
- ✓ Logo and Link to Sponsor's web page from ShermaLot Web Page
- ✓ Logo on team shirts

\$1,000 Bronze Package (Over a \$1,500 Value)

Shermalot will provide:

- ✓ Full-Page Black and White Ad in Program booklet
- ✓ 12" Decal on equipment trailer
- ✓ Decal on Equipment Truck
- ✓ 2 Program spots during each show (pre-show and intermission)
- ✓ Link to Sponsor's web page from ShermaLot Web Page
- ✓ Logo on team shirts

\$500 Copper Package (\$750 Value)

Shermalot will provide:

- ✓ Full-Page Black and White Ad in Program booklet
- ✓ 2 Program spots during each show (pre-show and intermission)
- ✓ Link to Sponsor's web page from ShermaLot Web Page

A-La-Carte Pricing

Logo on Jump	\$500
Logo on Front/Back of Trailer	\$500
Logo on side of the boat	\$500
Program booklet full page color (premium location)	\$300
Logo on Trailer (both sides)	\$250
Logo on Truck (both sides)	\$250
Program booklet full page black/white	\$200
Program spots during pre-show & break	\$150
Logo on T-shirt	\$150
Program booklet half page black/white	\$150
Program booklet quarter page black/white	\$100
Program booklet eighth page black/white	\$65
Logo on website	\$50

***All logos must be supplied by sponsor and approved by the ShermaLot Water Ski Show Team Board of Directors for appropriateness. ***

Program Book Details:

Our professional grade program booklet has received numerous compliments over the past years and we extend an invitation for you to participate in this year's edition. The details for the program booklet are as follows:

- Advertisements for the program book are **due March 14, 2016**
- Ads are available in Full Color or Black and White and range in size from 1/8 page (business card size) to full page.
- Please provide print ready copy.

Rome-ing Ski Card Details:

This is a sample of the card that will be sold at all Shermalot events throughout our season.

Front

Back

2016 Shermalot Program Sponsorship Options:

1. Program Book:

Please indicate advertisement size:

- Full page color (**\$300**)
- Half Page Color (**\$200**)
- Full page black/white (**\$200**)
- Half page black/white (**\$150**)
- Quarter page black/white (**\$100**)
- Eighth page black/white (**\$65**)

Check here for the same advertisement from last year. We may ask you to re-submit any photos/logos for quality purposes.

Check here to place an advertisement with changes. We may ask you to re-submit any photos/logos for quality purposes.

Print ready advertisement can be e-mailed to shermalotskiteam@gmail.com

2. Sponsorship Package:

Please indicate a sponsorship package:

Silver Bronze Copper

3. A la Carte Pricing:

Please indicate A la Carte items:

4. Rome-ing Ski Card

Please complete the text for the Rome-ing Ski Card discount/service:

This authorizes Shermalot Water Ski Team to distribute/sell cards in accordance with the discount mentioned above until May 1, 2017.

Contact Information:

Company Name: _____

Contact Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Authorization Signature: _____

By **March 14** please return this form, your payment made payable to Shermalot Show Team, and your ad (if you are not providing it electronically) to:

Shermalot Show Team
PO Box 101
Nekoosa, WI 54457

You may direct questions to Denene Cardelli at
815-245-1617 or shermalotskiteam@gmail.com

