



Shermalot Water Ski Show Team

298 13th Ave.
Nekoosa, WI 54457

March 20, 2021

Dear Friend of Shermalot Water Ski Show Team:

It is with great enthusiasm that we welcome you to our 46th year of waterskiing entertainment! Although our 45th Anniversary season was impacted by the pandemic, we were able to perform for a good portion of the summer. We hope that this season will bring a much needed return to normal! 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.

Respectfully Yours,

Shermalot Water Ski Show Team

Sponsorship Options:

- **Program Booklet:** These full size booklets will be distributed throughout the state and year, reaching thousands of spectators with a variety of demographics, depicting highlights of the team and sponsorships.
- **Decal Sponsorship:** Let your presence be known on the side of our boats, jump, or equipment trailer with a vinyl decal. The audience will have a constant view on state-of-the-art equipment.
- **Announcements during the Show:** The sound crew will provide a professional presence of your business at every water ski show during our half-time and pre-show intervals.
- **T-Shirt Logo Advertising:** A great place to advertise your business is on one of our show themed t-shirts. Shirts are prized possessions of our members and available as souvenirs for our audience members.

Questions can be referred to Ashley Wenger at 608-769-0863 or shermalotskiteam@gmail.com

Please join us in kicking off the 2021 season; it's sure to be a great one!

As always, we appreciate your continued support!

2021 Sponsorship Options

DUE BY MAY 1, 2021

Please select from the following:

___ 2021 Program Booklet

Select from one of the following 2021 reduced program advertisement options:

- Full page color premium location (\$300) 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 (which is enclosed with this letter). We may ask you to resubmit any photos/logos for quality purposes.

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

Please verify the following:

- E-mail completed advertisement to shermalotskiteam@gmail.com
 Subject line should read "Shermalot Ski Book."
 Please include all text changes are enclosed with this form.

___ 2021 Decal Sponsorship:

Select from one of the following 2021 decal options

- Sides of the boat decal (\$500) Side of the jump (\$500)
 Front or back of Equipment trailer (\$500) Sides of Equipment trailer (\$250)

___ 2021 Announcements during the show (\$150): Please provide the language for the advertisement of your business. This option will require a program booklet advertisement.

___ 2021 T-shirt Logo Advertising (\$150): Please provide your business logo. This option will require a program booklet advertisement.

Contact Information:

Company Name: _____

Contact Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Authorization Signature: _____

Email all ads in PDF Format to shermalotskiteam@gmail.com with the subject 'Ad Booklet'.

Please return this form with your payment made payable to the Shermalot Show Team.

**Shermalot Show Team
Attention: Ad Booklet
298 13th Ave
Nekoosa, WI 54457**

2021 Value Sponsorship Packages

\$2,500 Platinum Package (Over \$5,150 Value)

- ✓ Logo on Boat Deck of Triple Rig- sponsor provides vinyl logo
- Shermalot will provide:
- ✓ Full-page in the program booklet-color and premium location
 - ✓ Large Logo on side of Jump-sponsor provides vinyl logo
 - ✓ Logo on trailer 36" x 16" on both sides-sponsor provides vinyl
 - ✓ 2 Program spots during each show (pre-show and intermission)
 - ✓ Presenting show sponsor announcement (beginning of show introduction
RE: "**Shermalot Show Team's production of _____
presented by your business name here.**"
 - ✓ Logo and Link to Sponsors web page from Shermalot Web Page
 - ✓ Logo on team shirts
 - ✓ Logo on side of **any boat**

\$2,000 Gold Package (\$3,850 Value)

- ✓ Logo on Boat Deck of Twin Rig- sponsor provides vinyl logo
 - ✓ Logo on *side* of a boat
- Shermalot will provide:
- ✓ Full-page in the booklet-black and white
 - ✓ Large Logo on side of Jump-sponsor provides vinyl logo
 - ✓ Logo on trailer 36" x 16" on both sides-sponsor provides vinyl
 - ✓ 2 Program spots during each show (pre-show and intermission)
 - ✓ Logo and Link to Sponsors web page from Shermalot Web Page
 - ✓ Logo on team shirts

\$1,500 Silver Package (\$2,500 Value)

- ✓ Logo on Boat Deck on Inboard
- Shermalot will provide:
- ✓ Full-page in the booklet-black and white
 - ✓ Logo on side of Jump
 - ✓ Logo on trailer 36" x 16" on both sides-sponsor provides vinyl
 - ✓ 2 Program spots during each show (pre-show and intermission)
 - ✓ Link to Sponsors web page from Shermalot Web Page

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

- Shermalot will provide:
- ✓ Full-page black and white ad in the booklet
 - ✓ Logo on side of Jump
 - ✓ Logo on trailer 36" x 16" on both sides-sponsor provides vinyl
 - ✓ 2 Program spots during each show (pre-show and intermission)
 - ✓ Link to Sponsors web page from Shermalot Web Page

\$500 Sponsor Package (\$750 Value)

Shermalot will provide:

- ✓ Full-page Program in the booklet
- ✓ 2 Program spots during each show (pre-show and intermission)
- ✓ Link to Sponsors web page from Shermalot Web Page

A-La-Carte Pricing

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|--|---------|
| Triple Rig Deck | \$1,700 |
| Twin Rig Deck | \$1,500 |
| Inboard Deck | \$1,000 |
| 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 |
| 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 Programmed-on | \$50 |

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

- Advertisements for the program book are due May 1, 2021.
- All ads will be black and white, unless color is noted.

If you have any questions, please call or email me, Ashley Wenger at 608-769-0863 or shermalotskiteam@gmail.com. We'd be happy to detail a package to your liking. Shermalot is a not-for-profit organization that focuses on fostering leadership among our youth. We thank you for your support.