



Shermalot Water Ski Show Team

298 13th Ave.
Nekoosa, WI 54457

February 28, 2022

Dear Friend of Shermalot Water Ski Show Team:

It is with great excitement that we welcome you to our 47th year of waterskiing entertainment! 2021 was a record year for us as we claimed ownership of the Division 2 Wisconsin state and National Championships! Our list of accolades for 2021 includes: State Champions, National Champions, Highest Scoring: Ballet, Jump, Pyramid, Towboat Driving, Sound and Announcing, Dock and Equipment, Swivel, Comedy, and Showmanship! The above mentioned accomplishments would not have been possible without the support of our sponsors. Through your generosity we are able to reach 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:

- **Element Level Sponsorship:** Our Platinum, Gold, Silver, Bronze, and Copper advertising packages offer special marketing opportunities not otherwise available. The Platinum and Gold sponsorships will first be offered to the business that held the place previously and then offered to those on the waiting list due to their limited nature.
- **Logo Sponsorship:** Let your business presence be known on our equipment, on a shoreline banner, on our website, t-shirts, or through a pre-recorded message. *** Any logo sponsorship requires a minimum ¼ page ad in our advertising book.***
- **Program Book Sponsorship:** Advertise your business with us in our yearly program book! This book is distributed and seen by thousands of spectators throughout the summer and for the year to come.

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

Please join us in kicking off the 2022 season; it's sure to be a great one!

As always, we appreciate your continued support!

2022 Element Level Sponsor Packages

Platinum: \$3,500 (value \$5,850) SOLD OUT

- Logo on Front of Triple Rig
- Full page color ad on back or front cover of program book
- Logo on side of jump
- Logo on back of trailer
- Logo on sides of trailer
- Centrally placed shoreline banner
- Pre-recorded as a presenting sponsor of the show
- Logo on side of equipment truck
- Logo on team shirts
- Photo sponsor page
- Link on website

Gold: \$3,000 (value \$4,550) SOLD OUT

- Logo on front of Twin Rig
- Full page color ad on back or front cover of program book
- Logo on side of jump
- Logo on sides of trailer
- Shoreline banner
- 2 pre-recorded spots during each show
- Logo on side of equipment truck
- Logo on team shirts
- Photo sponsor page
- Link on website

Silver: \$2,000 (value \$3,275) 1 AVAILABLE

- Logo on front of Inboard
- Full page color ad in program book
- Logo on trailer
- Shoreline banner
- 2 pre-recorded spots during each show
- Logo on team shirts
- Link on website

Bronze: \$1,250 (value \$1,775)

- Logo on sides of trailer
- Full page color ad in program book
- Shoreline banner
- 2 pre-recorded spots during each show
- Logo on team shirts
- Link on website

Copper: \$750 (value \$1,075)

- Full page color ad in program book
- Shoreline banner
- Logo on team shirts
- Link on website

Logo Sponsorship

Please note that all Logo Sponsorships require a minimum ¼ page ad in our ad book. Business will be invoiced for new vinyl if needed.

Logo on Front of Triple Rig (\$2000): Your business logo will be seen at shows, practices, and competitions, front and center on our biggest triple engine tow boat. ONLY AVAILABLE TO PLATINUM SPONSOR.

Logo on Front of Twin Rig (\$1750): Your business logo will be seen at shows, practices, and competitions, front and center on our biggest triple engine tow boat. ONLY AVAILABLE TO GOLD SPONSOR.

Logo on Jump (\$500): Your business logo will be present on both our permanent and portable jump ramps, able to be seen in the water 24/7 from Memorial Day through Labor Day. ONLY AVAILABLE TO ELEMENT LEVEL SPONSORS.

Logo on Equipment Truck (\$500): Your business logo will be present on our equipment truck, installed by our professional installer, and seen by all at shows, practices, and as it rolls down the road. This truck is also used in the off-season for our dock and lift removal fundraiser. ONLY AVAILABLE TO ELEMENT LEVEL SPONSORS

Logo on Sides of Trailer (\$500): Your business logo will be added to both sides of our trailer by our professional installer. Trailer is present at every practice and show and seen by thousands.

Logo on Back of Trailer (\$500): Your business logo will be added to the back of our trailer by our professional installer. Trailer is present at every practice and show and seen by thousands.

***NEW* Shoreline Banner (\$500):** Your business provides us with a vinyl banner to put up at our shows. Maximum size is 3'x 8'. The banner will be centrally located for all of our crowds to see! This banner will be removed each night in order to maintain it's condition.

2 Pre-Recorded Spots (\$200): Our pre-recorded pre-show and halftime advertising will name your business at each show!

Logo on team shirts (\$200): A very popular option. Your logo will be added to our team shirt for the 2022 season! These shirts are worn by team members and fans year-round! Please ask a team member if you are interested in seeing a shirt from a prior season! Each shirt is tailored to the theme of the year.

Link on Website (\$50): Include your business on our "Sponsors" page of our newly redesigned website! This site is linked by many tourism and athletic pages throughout the country.

***NEW* Photo Page Sponsor (\$100):** Help us add personal touches to our program book by sponsoring a page full of team photos! At the bottom or top of the page it will read "Page Sponsored By: ____" with your business logo or name.

Premium Back or Front Program Book Cover (\$750): Your business will be in one of the most noticeable places in our yearly, professionally designed, program book. ONLY AVAILABLE TO PLATINUM AND GOLD SPONSORS

Program Book Sponsorship

Program Book: This is our most popular sponsorship option as our colorful book is enjoyed by huge crowds throughout the summer. We often receive accolades on how wonderful this professionally designed program looks. Many crowd members choose to take this book home and leave it on their coffee table for others to peruse! These books are distributed free of charge to those in attendance at our shows.

****Program Book is 8.5"x11". Ads must be received via email in .PDF format****

Program options for the 2022 season are as follows:

	Black/White	Color
Full Page	\$250	\$325
1/2 Page	\$150	\$175
1/4 Page	\$100	\$125
1/8 Page	\$75	\$100

ALL SPONSORSHIP SELECTIONS MUST BE RECEIVED BY MAY 1, 2022

-----RETURN THIS PORTION WITH PAYMENT-----

Sponsorship Items Selected: _____

Total Sponsorship Cost: \$ _____

Business Name: _____

Business Address: _____

Business Website: _____

Contact Person (Name/Email/Phone) : _____

Remit Payment to: Shermalot Ski Team
298 13th Ave
Nekoosa, WI 54457

Email Sponsorship selections to: Ashley at shermalotskiteam@gmail.com

****All Ad Book copy must be in .PDF format****

****All Logo copy must be in Vector format****

THANK YOU FOR YOUR SUPPORT!!