

XVI Annual Wye Island Regatta



Advertising & Sponsorship Packet

XVI Annual Wye Island Regatta



Event Details

Date: Saturday, September 13, 2008 — 8:00 A.M. to 3:00 P.M.

Location: Wye Landing on the Wye East River, Wye Island, Talbot County Maryland

Event Information: 14 Events; The 12.5 Mile Head Race starts at the Wye Landing on the Wye East River, 18 miles southeast of the Chesapeake Bay Bridge on Maryland's Eastern Shore and continues around Wye Island.

Annapolis Rowing Club is a non-profit 501 (c)(3) rowing organization located in Annapolis, Maryland. We serve the community and those who love rowing, and those who want to learn to row. The regatta draws rowers, canoeists, and kayakers of all ages to participate in a truly Chesapeake Bay-oriented event.

Advertising and Sponsorship Advantages

As an advertiser or sponsor of the Wye Island Regatta, there are many options that include on-site publicity including setting up in the thick of the event in 2008! Our event participants represent all lifestyles but they come together for common causes. We have created various levels of advertisement and sponsorship to help you reach our event participants in different ways.

Regatta Presence

Sponsors may setup a presence at the Regatta, which may include signage, a demo tent for your product, and the ability to meet and greet regatta participants and spectators

Catalogue Print

An official program guide will be distributed to all participants of the Wye Island Regatta, our sponsors, members, advertisers and associates of our organization.

Web Site

The Wye Island Regatta website, www.AnnapolisRowingClub.com/WyeIslandRegatta, will prominently display advertiser information and a link to the advertisers website. The Wye Island Regatta information is listed on all rowing websites, including USRowing, Row2k, and Regatta Central.

T-Shirts

In addition to advertising on the Annapolis Rowing Club website, the option of having your organization's logo on our regatta T-shirts is available. The T-shirt is a center point of our regatta, and our annual event sells the T-shirts to participants, sponsors, members and associates of our organization.

Onsite Signage

The registration tent is the center point of our venue and event for spectators and competitors. Sponsors can feature their signage, banners, and other advertising materials.

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Trophy Sponsor

\$5000

Your organization is positioned as the ‘Presenting Sponsor’ and will receive the most visible presence at the Wye Island Regatta:

- Naming rights to the Wye Island Regatta—’Wye Island Regatta Presented by Trophy Sponsor’
- Presenting Sponsor is free to advertise event in the organization’s own marketing materials
- All organizations logo’s and name are prominently positioned on Regatta T-shirts, advertising materials, regatta catalogue and club website
- Two Full Page color advertisement in the regatta catalogue—First Page and Last Page
- Official Exhibit and sales space at the Wye Island Regatta in adjacent to Registration Venue
- Website logo and link prominently displayed as the “Presenting Sponsor” on the main page of the Annapolis Rowing Club website for One Full Year

Medal Sponsor

\$3000

Your organization is positioned as an Medal Sponsor and will receive exposure at the Wye Island Regatta:

- Organizations logo will appear on the Regatta T-shirt, advertising materials, regatta catalogue, and regatta website
- One Full Page color advertisement in the regatta catalogue
- Official Exhibit at the Wye Island Regatta
- Website logo and link displayed as a Medal Sponsor on the Annapolis Rowing Club website for One Full Year
- Logo will appear on the Regatta T-shirt

Ribbon Sponsor

\$2000

Annapolis Rowing Club Ribbon Sponsors will receive advertising exposure as well regatta presence:

- Organizations logo will appear on the Regatta T-shirt, advertising catalogue, and regatta website
- Half Page Color advertisement in the regatta catalogue
- Website logo and link displayed on the Annapolis Rowing Club website for six months
- Logo will appear on the Regatta T-shirt
- Official Signage and one banner allowed at the Wye Island Regatta

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Catalog Advertising

<u>Page Size</u>	<u>Prices</u>
<input type="checkbox"/> Full Color Outside Back Cover (8.5" x 11")	\$600
<input type="checkbox"/> Full Color Inside Cover (8.5" x 11")	\$500
<input type="checkbox"/> B/W Inside Cover (8.5" x 11")	\$400
<input type="checkbox"/> Full Color Inside Page (8.5" x 11")	\$300
<input type="checkbox"/> B/W Inside Page (8.5" x 11")	\$200
<input type="checkbox"/> Half Page (8.5" x 5.5" or 4.5" x 11")	\$100
<input type="checkbox"/> Quarter page (4.25" x 5.5" / 2.75" x 8.5")	\$75
<input type="checkbox"/> Business Card (2" x 3.5")	\$50

Website Logo & T-Shirt Logo Advertising

<u>Options</u>	<u>Prices</u>
<input type="checkbox"/> Website Logo & Link (Half Year)	\$300
<input type="checkbox"/> T-Shirt Logo Front	\$250
<input type="checkbox"/> T-Shirt Logo Back	\$200
<input type="checkbox"/> Website & T-shirt Combo	\$400

Catalog-Website-T-shirt Combo

<u>Combo Option</u>	<u>Prices</u>
<input type="checkbox"/> Full B/W or Color Back Cover /T-shirt/Website	\$1000
<input type="checkbox"/> Full B/W or Color Inside Cover /T-shirt/Website	\$800
<input type="checkbox"/> Full B/W or Color Inside Page /T-shirt/Website	\$750
<input type="checkbox"/> Half Page B/W or Color/T-shirt/Website	\$600

REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED

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Regatta Instructions

Contact Information

Contact Name _____

Business/Organization _____

Address _____

City, State, Zip _____

Primary Phone # _____

Alternate Phone # _____

Email Address _____

Advertising and Sponsorship Requirements and Guidelines

- All Ads and Logo's must be Camera Ready in Either Black & White or Color Proof .
- Send on disk or via email with all files and fonts set.
- Ads must conform to the sizes listed and may be reduced in size to fit page specifications.
- All Ads and Logo's sent via disk or email must be in PDF/JPEG/TIFF with a 300+ DPI.
- T-shirt logo cannot exceed three colors.
- All Ads, Logo's, and Payments **must be received** no later than August 20, 2008.
- All sponsors, must submit an items list of graphics, signage, and all equipment to the Regatta Coordinator, to plan for setup.

REQUESTS WILL BE PROCESSED IN THE ORDER RECEIVED

Advertising and Sponsorship Selection

Trophy Sponsor \$5000 **Medal Sponsor** \$3000 **Ribbon Sponsor** \$2000

Advertising Combo's

- Full B/W or Color Back Cover / T-shirt Logo/ Website Logo \$1000
- Full B/W or Color Inside Cover / T-shirt Logo/ Website Logo \$800
- Full B/W or Color Inside Page / T-shirt Logo / Website Logo \$750
- Half Page B/W or Color Inside Page / T-shirt Logo/Website Logo \$400

Regatta Catalogue Advertising

- Full Color Outside Back Cover (8.5" x 11") \$600
- Full Color Inside Cover (8.5" x 11") \$500
- B/W Inside Cover (8.5" x 11") \$400
- Full Color Inside Page (8.5" x 11") \$300
- B/W Inside Page (8.5" x 11") \$200
- Half Page (8.5" x 5.5" or 4.5" x 11") \$100
- Quarter page (4.25" x 5.5" / 2.75" x 8.5") \$75
- Business Card (2" x 3.5") \$50

Website & T-Shirt Logo Advertising

- Website Logo & Link (Half Year) \$300
- T-Shirt Logo Front \$250
- T-Shirt Logo Back \$200
- Website & T-shirt Combo \$400

Payment and Mailing Information

Total Amount Enclosed \$ _____

Please Make Check or Money Order payable to **Annapolis Rowing Club** and send this form and payment to:

Jenn Lowe
1230 Seminole Drive
Arnold, MD 21012
wyeislandregatta@hotmail.com