

Midwest Championship Erg Sprints

27 February 2016

Advertising/Sponsorship Guide

Thank you for your time in reading about sponsoring or advertising for the Midwest Championship Erg Sprints, hosted by The Ohio State Crew Club. This annual event draws athletes and their families from all over Ohio and the Midwest to compete against each other for the title of the “Best in the Midwest”.

Last year, the MCES saw 336 rowers, athletes and health club competitors push their bodies to the limits as spectators cheered and watched each event unfold on a large projection screen.

This year, we will be hosting 26 events and expect close to 400 competitors. MCES will be giving away an award to the youth team with the most points. This team will win a new Cox Box from Nielsen Kellerman (a device used in the boat to provide valuable data to the rowers). These devices are worth \$500 and are crucial in both practice and racing.

In response to past interest from local businesses to advertise at the event, we have created a program each year to distribute to all athletes and spectators. Please review the attached page with opportunities for advertising and sponsorship.

Advertisement or sponsorship can be purchased by contacting Mark Williams.

If you have any questions or would like more information, please contact Mark Williams.

We appreciate your time and look forward to hearing from you!

Mark Williams

Bailyn Hogue

Regatta Director

Logistics Officer

Ohio State Crew Club

Ohio State Crew Club

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Advertising and Sponsorship Rates for 2016 MCES

Advertise in the Program:

- **Business card size ad** \$20
- **Quarter page ad** \$35
- **Half page ad** \$45
- **Full Page** \$75

Advertise on the Projector: \$45

Event Sponsor - \$100

We are looking for sponsors for each of the 26 events. Winners of these sponsored events will receive a trophy. Event sponsors receive:

- Full page ad in the program and an ad on the projector
- Name or logo on the event T-shirt

Point Trophy Sponsor - \$500

There is one Point Trophy sponsorship available. As previously mentioned, the high school with the most points will receive a Cox Box trophy. Point Trophy sponsors receive:

- An ad on the inside cover of the event program and the projector
- Name or logo on the event T-shirt

Full Regatta Sponsor - \$1000

This level is limited to one sponsor. The regatta sponsor will receive:

- Name on the front and back covers of the program
- Ad on the projector
- Name or logo on the event T-Shirt

**If you have a suggestion as to how you would like to advertise, please contact
Mark Williams.**