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# TARTAN CURLING CLUB SPONSORSHIP OPPORTUNITIES 2011-2012

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## OVERVIEW

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The Tartan welcomes new and returning sponsors for the club in 2011-2012. The Tartan Office is looking at new opportunities to offer companies to increase their exposure. A few of the benefits the Tartan has to offer include:

- Signage:
  - ⇒ Small in-ice logo – up to 16 inches high X 3 feet wide
  - ⇒ Large in-ice logo – up to 4 feet high X 8 feet wide
  - ⇒ Scoreboard advertising – 3 feet high X 6 feet wide OR 16 inches X 12 feet wide.
  - ⇒ Lobby advertising – 16 inches high by 12 feet wide
- Website banner advertisements
- Event title sponsorship (golf tournament or bonspiel)
- League or division title sponsorship
- Horizon Laser Vision Center Classic sponsorship (a World Curling Tour event)
  - ⇒ Pool, end, team or friends sponsorships
  - ⇒ Logo recognition on Access 7 television
  - ⇒ Event advertisements through Access Communications
- Golf tournament hole-in-one contest sponsor
- Member benefit donations
  - ⇒ Door prize, fundraiser, or golf prizes or lounge beverages for members
- Free company social ice rental or Glow in the Dark Curling teams
- Meet and address the members

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## PACKAGES AVAILABLE

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All of our packages can be altered to meet your needs. If you feel your company would suit different benefits than in a particular package, we will work with you to make your package suit your marketing plan. The Tartan can also discuss values of individual benefits if your company is only interested in one particular benefit. These packages are a guideline start a dialogue between your company and our organization.

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### LEAD PACKAGE - \$500

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The Lead Package is our basic sponsorship package for new sponsors to use to test the market or

for smaller budget companies. For your \$500 contribution you will receive the following benefits:

- Choice of ONE scoreboard or lobby sign
- Website banner advertisement (rotating schedule with other “Lead” sponsors)
- League division title sponsorship (for example, the XYZ Company Division)

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### SECOND PACKAGE - \$1000

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- Choice of ONE scoreboard or lobby sign
- Website banner advertisement (rotating schedule with other “Second” sponsors)
- League title sponsorship (for example, the XYZ Company Tuesday Open League)
- Horizon Laser Vision Center Classic “Team” sponsor
- Horizon Laser Vision Center Classic “End” sponsor (TV exposure)
- 3 sheets of rental ice for a company social or Christmas party or 3 teams for Glow in the Dark Curling

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### THIRD PACKAGE - \$1500

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- Choice of ONE scoreboard or lobby sign or ONE small in ice logo (if time permits)
- Website banner advertisement (rotating schedule with other “Third” sponsors)
- League title sponsorship (for example, the XYZ Company Tuesday Open League)
- Horizon Laser Vision Center Classic “Pool” sponsor
- Horizon Laser Vision Center Classic “End” sponsor (TV exposure)
- 5 sheets of rental ice for a company social or Christmas party or 5 teams for Glow in the Dark Curling

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### SKIP PACKAGE - \$2000

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- Choice of ONE scoreboard or lobby sign
- TWO large in ice logos (if time permits)
- Website banner advertisement (rotating schedule with other “Skip” sponsors)
- League title sponsorship (for example, the XYZ Company Tuesday Open League)
- League division title sponsorship (for example, the XYZ Company Division)
- Horizon Laser Vision Center Classic “Pool” sponsor
- Horizon Laser Vision Center Classic “End” sponsor (TV exposure)
- 5 sheets of rental ice for a company social or Christmas party or 5 teams for Glow in the Dark Curling

## TEAM PACKAGE - \$5000

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- Own one full Sheet of ice (i.e. Instead of teams playing on sheet one they will play on the “Tartan Sheet”)

⇒ Included will be a Carpet fixture on the end of the sheet with a logo

This package will include:

- A scoreboard sign, two lobby signs, two large in ice logos
- Website banner advertisement
- League title sponsorship (for example, the XYZ Company Tuesday Open League)
- League division title sponsorship (for example, the XYZ Company Division)
- Horizon Laser Vision Center Classic “Pool” sponsor
- Horizon Laser Vision Center Classic “End” sponsor (TV exposure)
- 5 sheets of rental ice for a company social or Christmas party or 5 teams for Glow in the Dark Curling

## HORIZON LASER VISION CENTER CLASSIC SPONSORSHIP OPPOURTUNTIES

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### HORIZON LASER VISION CENTER CURLING CLASSIC TEAM SPONSOR - \$500

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- Website logo recognition on event page on the Asham World Curling Tour website
- Name and logo recognition on the event newsletter and posters at the event
- Name recognition during various public address announcements at the event
- Name recognition beside one teams name at the event

### HORIZON LASER VISION CENTER CURLING CLASSIC END SPONSOR - \$1000

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- Website logo recognition on event page on the Asham World Curling Tour website
- Name and logo recognition on the event newsletter, and posters at the event
- Name recognition during various public address announcements at the event
- Logo recognition behind the sheets at event and during one end on the televised sheet of ice
- League division title sponsorship (for example, the XYZ Company Division)

### HORIZON LASER VISION CENTER CURLING CLASSIC POOL SPONSOR - \$1500

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- Website logo recognition on event page on the Asham World Curling Tour website
- Opportunity to set up a company display during the 2010 Horizon Laser Vision Center Curling Classic, Oct 1-4, 2010
- Name and logo recognition on the event newsletter, posters and draw at the event
- Name recognition during various public address announcements at the event

- Name and logo recognition as title sponsor of one of four pools
- League division title sponsorship (for example, the XYZ Company Division)

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#### **HORIZON LASER VISION CENTER CURLING CLASSIC TITLE SPONSOR - \$5000**

- Title Sponsorship of the Horizon Laser Vision Classic, a World Curling Tour Event. Includes Worldwide Exposure, in many forms of media.
- Opportunity to set up a company display during the 2010 Horizon Laser Vision Center Curling Classic, Oct 1-4, 2010
- Two Scoreboard Sign: 2 feet by 6 feet one for the bonspiel and one the company
- Two In-Ice Bonspiel Logo Advertisements
- Company advertisements on the Tartan website, and bonspiel advertising on various curling websites.
- Right to purchase Access 7 event advertisements as presenting sponsor of television broadcast seen on various channels (for example, Spike TV)
- League division title sponsorship (for example, the XYZ Company Division)
- League title sponsorship (for example, the XYZ Company Tuesday Open League)
- League division title sponsorship (for example, the XYZ Company Division)
- 5 sheets of rental ice for a company social or Christmas party or 5 teams for Glow in the Dark Curling