



## 2022 Pine Mountain Continental Cup Sponsorship Opportunities

Event advertising will start January. Anticipated media buy includes:

- 3,000 :30 radio ads broadcast on stations throughout Wisconsin and the U.P.
- 1000 :15 and :30 second broadcast TV spots
- 10,000 digital advertising impressions
- Heavy social media spending (primarily Facebook)
- 2 regional billboards

### **Signature Sponsor - \$100.00**

- Business Name appears on Signature Sponsor Page in Program (must be received by January 24)

### **A la Carte 30 Second Broadcast Message - \$250**

- Broadcast a 30 second message to our massive audience over our PA system.

### **Copper Level Sponsor - \$500.00**

- 1 VIP Parking Spot\*\*(not on fence line)
- 1 Fence-line Banner (provided to club by sponsor)
- 1/8<sup>th</sup> page banner (B & W) in Event Program
- Two 30 second ads broadcast each day of the event over the PA system
- Business Name and Logo on Kiwanis Ski Club Website
- Two Buttons (tournament tickets)

### **Bronze Level Sponsor - \$1500.00**

- 1 VIP Parking Spot\*\*(not on fence line)
- 2 Fence-line Banners (provided to club by sponsor)
- 1/4 th page ad (B & W) in Event Program
- Four 30 second ads broadcast each day of the event over the PA system
- Business Name & Logo on Kiwanis Ski Club Website, event posters, and social media advertising
- Four Buttons (tournament tickets)
- Indoor Booth Space

### **Silver Level Sponsor - \$2500.00**

- 1 VIP Parking Spot\*\*
- 2 Fence-line Banners (provided to club by sponsor)
- 1/2 page ad (B & W) in and Event Program & logo on Event Program Cover
- Six 30 second ads broadcast each day of the event over the PA system
- Business Name and Logo on Kiwanis Ski Club Website w/ link
- Six Buttons (tournament tickets)
- Business Name & Logo on event posters, print, radio, social media and TV advertising

## **Gold Level Sponsor - \$5000.00**

- 2 VIP Parking Spots\*\*
- 4 Fence-line Banners (provided to club by sponsor)
- Full-page ad Color in Event Program & logo on Event Program Cover
- Eight 30 second ads broadcast each day of the event over the PA system
- Business Name and Logo on Kiwanis Ski Club Website w/ link
- Ten Buttons (10) (tournament tickets)
- Indoor Booth Space (if requested & non-competitive with others)
- Name & Logo on Event Posters, TV, Radio, Social Media and Print Advertising
- Business Name/Logo on print advertising
- Two (2) All-area pass (top of hill, clubhouse, Springer Haus)\*\*

## **Platinum Level Sponsor - \$10,000.00**

- 2 VIP Parking Spots\*\*
- 6 Hill Banners (provided to club by sponsor)
- Full-page ad Color in Event Program & logo on Event Program Cover
- Ten 30 second ads broadcast each day of the event over the PA system
- Name and Logo on Kiwanis Ski Club Website w/ link
- Fourteen (14) (tournament tickets)
- Indoor Booth Space (if requested & non-competitive with others)
- Business Name/Logo Event poster and on TV, Radio, Social Media, and Print Advertising
- Two (2) All-area pass (top of hill, clubhouse, Springer Haus)\*\*

## **Presenting Sponsor - \$25000.00**

- 4 VIP Parking Spots\*\*
- 8 Hill Banners (provided to club by sponsor)
- Full-page ad Color in Event Program & logo on Event Program Cover
- Fifteen 30 second ads broadcast each day of the event over the PA system
- Business Name and Logo on Kiwanis Ski Club Website w/ link
- Sixteen (16) Buttons (tournament tickets)
- Indoor Booth Space (if requested & non-competitive with others)
- Business Name/Logo Event poster and on TV, Radio, Billboard, Social Media, and Print Advertising
- Two (2) All-area pass (top of hill, clubhouse, Springer Haus)\*\*
- Category Exclusivity
- Opportunity to provide marketing materials with all online button sales

**Outrun Fence Line VIP Spots are reserved for Sponsors exceeding a level of \$1500.00**

**\* VIP Parking Spots are very negotiable, typically they are used for tailgating and offer the best views of the event.**

**\*\* There are RESTRICTIONS to All-area pass usage.**

**\*\*\*Broadcast messages must be approved by the Kiwanis Ski Club.**

**OTHER SPECIAL OR UNIQUE REQUESTS WILL BE HANDLED ON A CASE BY CASE BASIS.**