



# 2017 SPONSOR BENEFITS & AGREEMENT

## SPONSOR BENEFITS

	PRESIDENT'S CLUB \$20,000	DIAMOND CLUB \$15,000	RUBY CLUB \$10,000	SAPPHIRE CLUB \$5,000	PLATINUM LEVEL \$2,500	GOLD LEVEL \$1,000	SILVER LEVEL \$500	BRONZE LEVEL \$300
Online - Sponsor Logo	Large	Small	✓	✓	-	-	-	-
Online - Name Listing	-	-	-	-	✓	✓	✓	✓
Tickets to Football Event	✓	✓	✓	✓	✓	✓	✓	✓
Display Board Logo Placement at All Events	✓	✓	-	-	-	-	-	-
Program Book - Print Ad	Full <small>Inside Cover</small>	Full	Full	Half	Third	Quarter	Thumbnail	-
Program Book - Logo on Cover	✓	✓	-	-	-	-	-	-
Program Book - Sponsor Listing	✓	✓	✓	✓	✓	✓	✓	✓
Booth at All Events	✓	✓	✓	✓	-	-	-	-
Entrance Banner - Name Listed at All Events	✓	✓	✓	✓	-	-	-	-
5K Event Branding (see details)	✓	✓	✓	✓	-	-	-	-
Basketball Tournament Branding (see details)	✓	✓	✓	✓	-	-	-	-
Cheer Camp Branding (see details)	✓	✓	✓	✓	-	-	-	-
Check Presentation	✓	✓	✓	-	-	-	-	-
TV Media Package	✓	-	-	-	-	-	-	-
Social Media Campaign	✓	✓	✓	✓	-	-	-	-
Game Ticket - Logo on Back	✓	✓	-	-	-	-	-	-

REMIT PAYMENT TO: PRESIDENTS BOWL, C/O RICH BRENNEMAN, PO BOX 1443, SIOUX FALLS, SD 57101-1443

CONTACT: RICH BRENNEMAN AT 605-261-3775 OR INFO@PRESIDENTSBOWL.ORG

PRESIDENTS' BOWL TAX ID#91-1776303

[www.presidentsbowl.org](http://www.presidentsbowl.org)

## ARTWORK SPECIFICATIONS

**DEADLINE FOR LOGO  
SUBMISSION  
MAY 27, 2017**

**FINAL AD ARTWORK DUE  
AUGUST 1, 2017**

FULL PAGE & INSIDE COVER\*  
7.5" w x 10" h

\*INSIDE COVER SPACE  
for President's Club Sponsor

HALF PAGE  
7.5" w x 4.875" h

QRTR PAGE  
3.625" w x 4.875" h

THUMBNAIL  
1.5" w x 2.5" h

THIRD PAGE  
7.5" w x 3.25" h

PRINT ARTWORK:  
Acceptable file format(s) PDF.  
All fonts embedded.

LOGO ARTWORK:  
Acceptable file format(s) JPG, EPS.  
Resolution of at least 300dpi.



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## EVENT BRANDING DETAILS

### 5K RACE EVENT

- Logo on T-Shirt
- Logo on Start & Finish Banners
- Booth
- Logo Listed in Print Ad
- Logo on Yard Signs placed on 5K Trail
- Logo on E-mail Blasts for Event
- School Flyer
- Social Media

### CHEER CAMP EVENT

- Logo on T-Shirt
- Logo on Event Banner
- Social Media

### FOOTBALL CHALLENGE

- Logo on T-Shirt
- Logo on Event Banner
- Social Media

### TV PACKAGE - PRESIDENTS CLUB

- Broadcast Sponsorship with billboards at game breaks
- 2 Commercial Spots within the game and promo schedule of the game

### BASKETBALL TOURNAMENT

- Logo on T-Shirt
- Logo on Welcome Banner
- Logo on Bracket
- Logo on E-mail Blasts for Event
- School Flyer
- Social Media

### PRESENTATION BRANDING - PRESIDENTS CLUB

- Logo on Presentation Check
- Banner at Game
- Social Media
- Fireworks
- Logo on Thank You Ad

### FOOTBALL GAME

- Logo listed in Print Ad
- Booth
- Logo on Event Banner

## SPONSORSHIP AGREEMENT



SPONSOR LEVEL SELECTION

SPONSOR INFORMATION NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_