

SPORTS SPECIALISTS' DEALER SHOW
Olympia Resort and Conference Center
October 12 – 15, 2015
Event Sponsorships

There are several events scheduled during the show for which we are seeking sponsors: a cocktail reception the first evening (Tuesday), buffet breakfasts on Wednesday and Thursday, buffet lunches on Wednesday and Thursday, and a "seated" dinner for the dealers on Wednesday evening. We would like to have two co-sponsors for each of the six events. The costs of the sponsorships vary by event, and are specified below. All exhibitors are invited to the cocktail reception and the Wednesday and Thursday lunches. Representatives of the sponsoring companies are also invited to attend the breakfast buffets and the dealer dinner.

In appreciation for the sponsorship of these events, Sports Specialists has put together a package of considerations for each sponsor, including:

- ***Exclusive right to, in coordination with our buyers, market "event specials" during the event (e.g. breakfast, lunch, dinner specials).*** This gives the sponsoring companies a unique opportunity to shine a spotlight on new products or a special sales opportunity to create add-on sales that help defray the cost of the sponsorship.
- ½ page of "no charge" advertising in the Show Specials booklet (which is in 8½" x 11" format). ***Only event sponsors will be allowed to have ad's in the booklet.*** Ad slicks must be provided to Tom Ducrest by Friday, September 18th.
- Sponsors will be allowed to supply (if they wish) a company or product banner to be mounted by Olympia staff in the Show registration area. ***Only sponsoring companies will be allowed to display banners in the registration area.***
- Ample signage at each event recognizing the sponsors.
- Voice recognition of the sponsorship over the public address system during the show.
- Recognition in show schedules included in show mailings and other materials (provided sponsorship is subscribed early enough to allow for printing).

Payment of the sponsorship fee can be in the form of a check or credit memo issued prior to the start of the show (October 12, 2015), or can be paid in "free goods" if done in coordination with Gaston Lopez. The sponsorship fees for each of the events are as follows:

- \$2,600 per sponsor — Tuesday evening cocktail reception (2 sponsors)
- \$3,300 per sponsor — Wednesday or Thursday buffet breakfasts (2 sponsors for each event)
- \$3,300 per sponsor — Wednesday or Thursday buffet lunches (2 sponsors for each event)
- \$3,600 per sponsor — Wednesday evening dinner (2 sponsors)

If a single company chooses to underwrite entirely one of the lunches or the dinner without a co-sponsor, we would double the advertising space. Sponsorships for amounts less than those stated above may be available, however some of the considerations listed at the "bullets" above may be modified.