

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

In an effort to make this year's dealer show the most successful ever, we are seeking promotional gift items and other promotional sponsorships that will enhance the show experience for the attending dealers and provide them with desirable promotional items they can take back to their stores. Please consider your ability and willingness to help us with these promotions.

- 1) If any exhibitors already have **promotional items** available that they feel might fit (fanny packs, utility boxes, key chains, money clips, pens, highlighters, rulers, can coolers, etc.), we would welcome these items, and would make sure dealers are given these promotional items with their registration materials when they arrive at the show. We are estimating that approximately 450 individuals will attend the show representing our dealers, so that quantity would be a preferred number of units for the promotional item.
- 2) Each year we have certain promotional items prepared for distribution to the attending dealers:
  - Attending dealers will receive a 2016 Fishing Calendar for their stores, and additional copies will be printed and included with outgoing product shipments following the show until the supply is exhausted. Jiffy (Augers) has already volunteered to sponsor these calendars.
  - Attending dealers will be given commemorative **ceramic coffee mugs** branded for the 2015 Dealer Show. Besides highlighting the year, they will have the name/logo of the sponsor on one side and the Sports Specialists name on the other side. Gamakatsu has sponsored this item in past years, and has volunteered to sponsor it again this year.
  - We will have **tote bags** prepared for attending dealers. The bags will have the name/logo of the sponsor printed on one side of the tote, and will be used by the dealers to carry show materials, brochures, etc. These bags will undoubtedly be used for other purposes when the dealer returns to their shops. We are requesting co-op of \$600 to underwrite a portion of the cost of purchasing and imprinting the tote bags.
  - In some cases, if we are involved early enough, we can arrange to have your brand name or logo put on other promotional items that our team can then provide to attending dealers with their registration materials. The cost of these items varies, but sponsors should be prepared to spend \$350 – \$600 depending on the promotional item sponsored. If you have available co-op funds that can be used for this purpose and would like to get the year-long exposure in the dealers' stores that these promotional items provide, please make arrangements through Gaston or Tom.

Payment of the sponsorship fees 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. Thank you for your consideration and support.