



2014 Highland Optimist / Scott Credit Union Shootout

SPONSORSHIP/ADVERTISING GUIDE

TOP LEVEL---GOLD—Overall Event Sponsor-Event Namesake

- 3-5 Yr. Commitment desired
- All Event Publicity (on radio, print, outdoor signs around Highland, Interstate 70 sign, and T.V.)
- In addition to Event Publicity, will be recognized as Sponsor for each Game
- Sponsorship of half-time activities-- FT, 3-Pt, 1/2 Court Shot (5 Games)
- Full Page Advertisement in complimentary game day program
- Ten free tickets to event.

Sponsorship Cost--\$3,000.00 --- Scott Credit Union

SILVER LEVEL

- 3 yr. Commitment desired
- Contributors in this level will get recognition/sponsorship of game MVP's
- Full Page Advertisement in program
- Name on Sponsorship Board in Gym and in advertisements
- Six free tickets to event

Sponsorship Cost-- \$1,000.00 – 4-5 in this category

BRONZE LEVEL

- 3 yr. Commitment desired
- Sponsorship recognition in program and advertising
- Full Page Advertisement in program
- Four free tickets to event

Sponsorship Cost-- \$500.00 –10 in this category

ADVERTISEMENT in Game Day Program (Outside of Sponsorship)

Programs are complimentary (see example of last year's program)

Full Page-----\$185.00

1/2 Page-----\$110.00

1/4 Page-----\$ 80.00

1/8 Page-----\$ 50.00

See next page for Artwork and Ad Layout Instructions

Artwork and / or Ad Layout Instructions

Please include any of the following:

- Camera ready artwork sheets or logos or photos (black & white or colored).
- Ad layout on camera ready sheet

These will be scanned for insertion in ad.

- Electronic files of logos or photos in either an EPS or TIFF format (black & white or colored).
- Can also furnish actual ad layout in electronic file if done in QuarkXPress (include all logo or photo files) or save electronic layout as a black & white EPS file. These can be inserted directly into the required space.
- 100 & 250 MB Zip Disks, and CD's in either PC or Mac format are acceptable. The actual layout will be furnished in QuarkXPress on a Macintosh.

Electronic Files can e-mailed to: kevin@highlandmachine.com

Send required artwork and/or ad layout with check to the following address before December 10th, 2013:

Highland Optimist Club – Shoot-out
#6 Birdie Lane
Highland, IL 62249
Attn: Kevin Hemann

Make checks payable to ***Highland Optimist Club***

(cut-off here and send this bottom form with your payment)

2014 Optimist Shootout Advertiser Form

| Use Last Year's Artwork for Ad | New Ad Artwork Attached |
|--------------------------------|-------------------------|
| Advertiser: _____ | |
| Contact: _____ | |
| Address: _____ | Ad Size: |
| Phone: _____ | Full Page (\$185.00) |
| E-Mail: _____ | Half Page (\$110.00) |
| Sold by: _____ | Quarter Page (\$80.00) |
| | Eighth Page (\$50.00) |