



# 2008 ROTARY BOWL SPONSOR AGREEMENT

DIXIE ROTARY BOWL ASSOCIATION, INC.  
PO Box 1808 • St. George, UT 84771-1808

WWW.ROTARYBOWL.COM  
sponsors@rotarybowl.com

COMPANY NAME \_\_\_\_\_ DATE \_\_\_\_\_

AUTHORIZED CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE   ZIP

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

MARKETING CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

## SPONSOR PACKAGE SELECTION

DESCRIPTION	AMOUNT
<b>Regular Sponsor Packages</b>	
<input type="checkbox"/> Champion Plus	\$ _____
<input type="checkbox"/> Champion	\$ 10,000
<input type="checkbox"/> Touchdown	\$ 5,000
<input type="checkbox"/> Field Goal	\$ 3,500
<input type="checkbox"/> Safety	\$ 2,500
<input type="checkbox"/> Extra Point	\$ 1,500
<b>Special Sponsorship Packages*</b>	
<input type="checkbox"/> Jr. Rotary Bowl	\$ 3,000
<input type="checkbox"/> 23rd Army Band Concert	\$ 3,000
<input type="checkbox"/> Parade	\$ 4,000
<input type="checkbox"/> Golf Tournament	\$ 5,000
<input type="checkbox"/> Half-time Show	\$ 10,000
<input type="checkbox"/> Banquet	\$ 20,000
<input type="checkbox"/> Game MVPs Sponsor	\$ 2,000
<input type="checkbox"/> Golf Tournament Team Sponsor	\$ 1,000
<input type="checkbox"/> Golf Tournament Hole Sponsor	\$ 750

\* Subject to limited availability. Agreement is not final until confirmation that the sponsorship has not already been sold and is available.

Please review terms and conditions on the reverse of this form. Sponsor benefits outlined in detail on the reverse.

## BILLING INFORMATION

Sponsor Fees	
Add'l Tickets	
Ad Upgrade Fees	
SUBTOTAL	
DEPOSIT PAID	
<b>BALANCE DUE</b>	

## COMMENTS & SPECIAL BENEFITS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## ADDITIONAL EVENT TICKETS PURCHASED

\_\_\_\_ Additional Banquet Tickets @ ~~\$30.00~~ ea: \$25.00 ea. \$ \_\_\_\_\_

\_\_\_\_ Additional Reserved Tickets @ ~~\$25.00~~ ea: \$20.00 ea. \$ \_\_\_\_\_

\_\_\_\_ Additional Gen. Admission Tickets @ ~~\$10.00~~ ea: \$7.00 ea. \$ \_\_\_\_\_

**Total Ticket Fees** \$ \_\_\_\_\_

These tickets are tickets desired in addition to tickets provided as part of the sponsor package.

## GAME PROGRAM ADVERTISEMENT BENEFIT

Ad Package Selected is within Sponsor Benefits Allowance No Charges

Ad Package Upgraded above Sponsor Benefits Allowance \$ \_\_\_\_\_

**Total Ad Fees** \$ \_\_\_\_\_

*Complete and Attach Program Advertisement Agreement Form.*

## SIGNATURES

\_\_\_\_\_  
AUTHORIZED SIGNATURE - SPONSOR DATE \_\_\_\_\_

\_\_\_\_\_  
AUTHORIZED SIGNATURE - ROTARY BOWL ASSOCIATION DATE \_\_\_\_\_

The Dixie Rotary Bowl Association, Inc is a 501(c)(3) non-profit organization. Donations to Dixie Rotary Bowl Association, Inc may be tax deductible; consult your tax advisor.

# SPONSOR AGREEMENT TERMS AND CONDITIONS

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

### Champion Plus Sponsor (Over \$10,000)

Benefits for sponsorships over \$10,000 will be tailored according to the sponsorship level.

### Champion Sponsor (\$10,000)

12 banquet tickets; 12 reserved seat game tickets; 32 general admission tickets; thank you gift; up to 4 banners placed around the stadium field; mention in stadium announcements; logo recognition in program book on sponsors page; recognition on the official bowl website sponsors page; a 4-year option right to renew sponsorship level at 2008 prices; right to use bowl logo/mark in sponsors advertising; recognition at welcome banquet; logo on newspaper advertising of the bowl; \$950.00 credit toward advertisement in bowl program; logo on the website pages in rotation; logo on bowl sign at Hansen Stadium; mention in radio advertisements of the bowl; advertisement opportunities in bowl e-newsletter; table sponsorship at banquet; 4 complimentary golf tournament entrances; 4 passes to VIP tent and food at bowl; 4 VIP field passes at game; 2 VIP parking passes; pre-game giveaways/sampling opportunities; logo or mention in TV advertisements of bowl; marketing booth location; website banner ad in rotation; radio broadcast recognition; TV broadcast recognition (broadcast negotiations presently under way, subject to availability of broadcast); 2 VIP seats at bowl game; team interaction/photo opportunity; logo on bowl billboard sign; logo on scoreboard sign banner; logo on event poster; stadium entrance banner placement.

### Touchdown Sponsor (\$5,000)

8 banquet tickets; 8 reserved seat game tickets; 16 general admission tickets; thank you gift; up to 3 banners placed around the stadium field; mention in stadium announcements; logo recognition in program book on sponsors page; recognition on the official bowl website sponsors page; a 4-year option right to renew sponsorship level at 2008 prices; right to use bowl logo/mark in sponsors advertising; recognition at welcome banquet; logo on newspaper advertising of the bowl; \$650.00 credit toward advertisement in bowl program; logo on the website pages in rotation; logo on bowl sign at Hansen Stadium; mention in radio advertisements of the bowl; advertisement opportunities in bowl e-newsletter; table sponsorship at banquet; 2 complimentary golf tournament entrances; 2 passes to VIP tent and food at bowl; 2 VIP field passes at game; VIP parking pass; pre-game giveaways/sampling opportunities; logo or mention in TV advertisements of bowl; marketing booth location; website banner ad in rotation; radio broadcast recognition; TV broadcast recognition (broadcast negotiations presently under way, subject to availability of broadcast).

### Field Goal Sponsor (\$3,500)

6 banquet tickets; 6 reserved seat game tickets; 12 general admission tickets; thank you gift; up to 2 banners placed around the stadium field; mention in stadium announcements; logo recognition in program book on sponsors page; recognition on the official bowl website sponsors page; a 4-year option right to renew sponsorship level at 2008 prices; right to use bowl logo/mark in sponsors advertising; recognition at welcome banquet; logo on newspaper advertising of the bowl; \$400.00 credit toward advertisement in bowl program; logo on the website pages in rotation; logo on bowl sign at Hansen Stadium; mention in radio advertisements of the bowl; advertisement opportunities in bowl e-newsletter.

### Safety Sponsor (\$2,500)

4 banquet tickets; 4 reserved seat game tickets; 8 general admission tickets; thank you gift; up to 2 banners placed around the stadium field; mention in stadium announcements; recognition in program book on sponsors page; recognition on the official bowl website sponsors page; a 4-year option right to renew sponsorship level at 2008 prices; right to use bowl logo/mark in sponsors advertising; recognition at welcome banquet; logo on newspaper advertising of the bowl; \$225.00 credit toward advertisement in bowl program.

### Extra Point Sponsor (\$1,500)

2 banquet tickets; 2 reserved seat game tickets; 4 general admission tickets; thank you gift; up to 1 banners placed around the stadium field; mention in stadium announcements; recognition in program book on sponsors page; recognition on the official bowl website sponsors page; a 4-year option right to renew sponsorship level at 2008 prices

### Game MVPs Sponsor (\$2,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include company name mention to announce MVPs at the game and on radio and television announcements (television subject to broadcast availability). Includes Extra Point Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### Golf Tournament Hole Sponsor (\$750) and Golf Tournament Team Sponsor (\$1,000)

Available to the first eighteen (18) sponsors to apply. Subject to approval of sponsor coordinator. Benefits include signage on one hole at golf tournament; 1-person complimentary entrance in golf-tournament; right to provide company branded tee prize to be given to tournament participants; 2 banquet tickets; 2 reserved seat game tickets; thank you gift. In addition to the above benefits, Team Sponsor receives an additional 3 complimentary entrances in golf tournament.

### Jr. Rotary Bowl Sponsor (\$3,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; logo on event banner; banner placement opportunities at the event; exposure in all advertising of the event; sampling opportunities at the event; booth location at event; banner ad opportunity on event page of website; logo on participant t-shirts. Includes Extra Point Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### 23rd Army Band Concert Sponsor (\$3,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; logo on event banner; exposure in all advertising of the event; sampling opportunities at the event; booth location at event; banner ad opportunity on event page of website; reserved seats for guests (up to 20 seats). Includes Extra Point Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### Kick-off Parade Sponsor (\$4,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; logo on event banner; banner placement opportunities at the event; exposure in all advertising of the event; sampling opportunities at the event; booth location(s) at event; logo on parade route map and parade communications; banner ad opportunity on event page of website. Includes Safety Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### Golf Tournament Sponsor (\$5,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; logo on event banner; banner placement opportunities at the event; exposure in all advertising of the event; sampling opportunities at the event; booth location at event; banner ad opportunity on event page of website; banner ad/coupon on event registration form flyer; complimentary team (4 persons) entrance in tournament. Includes Safety Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### Half-time Show Sponsor (\$10,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; exposure in all advertising of the event; exposure in all announcements of the half-time program; banner placement opportunities; on field exposure opportunities; give-away opportunities during half-time; name/logo recognition in program book in half-time pages; logo on mini footballs; 4 reserved game tickets. Includes Touchdown Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

### Welcome Banquet Sponsor (\$20,000)

Only one sponsorship is available to first company to apply. Approval of sponsorship coordinator is required. Benefits include event title sponsorship; logo on event banner; banner placement opportunities at the event; exposure in all advertising of the event; sampling opportunities at the event; booth location at event; banner ad opportunity on event page of website; coupon/offer on reverse of event ticket; table sponsorship (8 tickets). Includes Champion Sponsor benefits package (upgradable to other general sponsorship package for additional fee).

## RESPONSIBILITY FOR BANNER PRODUCTION

It is the responsibility of the sponsor to provide the banners for banner placement benefits. See the sponsor benefits coordinator to get recommended and maximum size information.

## PRODUCTION SCHEDULES AND DEADLINES FOR SPONSOR COLLATERAL

**The Stadium Sign** is generally renewed on August 1. Sponsors signing up after June 30 will be placed on the sign at the next available update prior to the bowl game. Provide sponsor sales representative with a hard copy of your current logo and contact information to get digital files. Logo must be provided in EPS vector format for sign production.

**Event Poster** production begins August 1 for availability September 1 through the bowl game. Logo must be provided in EPS vector format no later than July 15.

**E-newsletters** begin going out on a bi-weekly basis in September. Offer/Advertisement text must be provided one-week prior to e-mail blast.

**Website Sponsor Page** is updated beginning in September. Sponsor logos will be updated on a regular basis as they become available.

**Website Banner Ads** will be posted and updated beginning in September on a regular basis as art is submitted.

**Billboard Sign** production begins September 15. Logo must be provided in EPS vector format no later than September 1. Billboard sign is generally up from October through the first week of December.

**Rotary Bowl Program** is produced and available for all events of the bowl. To facilitate production, all advertising artwork must be provided prior to October 15 for inclusion in the program.

**Newspaper Advertisements** begin in November. Logo must be provided by October 15 for inclusion in all advertisements. Logos submitted after this date will be included on advertisements as available.

**Stadium and Event Banners** need to be delivered to the sponsor benefits coordinator no later than November 15.

**Scoreboard Sign Banner** production begins November 1. Logo must be provided in EPS vector format no later than October 15.

**Giveaways, Samples and Booth Spaces** must be coordinated with the benefits coordinator no later than October 1 in order to facilitate the arrangements.

## ADVERTISEMENT AND LOGO ARTWORK REQUIREMENTS

Your ready to place ad artwork may be submitted on CD to:

Bright Ideas Graphic Design

55 N 200 W, Ste. 3

St. George, UT 84770

or, by e-mail to [marketing@rotarybowl.com](mailto:marketing@rotarybowl.com) (6 Mb size limit)

Ad artwork may be submitted as High Quality PDF produced from InDesign or QuarkXpress; Illustrator PDF with all text converted to outlines; or TIFF or JPEG at 300 dpi. Color ads should be CMYK. Black and white ads should be in grayscale color space. All ad artwork must be properly sized. If your ad bleeds, 1/4" bleed area should be included in the submitted file. These are the only formats acceptable. Ad templates are available on our website, [www.rotarybowl.com](http://www.rotarybowl.com), in the MEDIA/PRESS section. **WE DO NOT ACCEPT ANYTHING FROM MICROSOFT AS ACCEPTABLE AD ARTWORK!**

## PAYMENT DEADLINES AND INFORMATION

Full payment is due no later than August 1. Failure to pay by this date will delay receipt of sponsor benefits, possibly causing you to forfeit some benefits. In the case of special sponsorship opportunities, those sponsor opportunities will be sold to other interested sponsors.