



2020

*Sponsorship & Advertising
Opportunities*





Why become a partner?

Event Details

- **January 17-20, 2020**
- Expected attendance; 2,500 athletes and 10,000 spectators
 - Archery, Adaptive Archery, Basketball, Football (8 on 8 and 7 on 7), Golf, Gridiron, Gymnastics, Kickball, Lacrosse, Martial Arts, Pickleball, Powerlifting, Soccer, Softball, Swimming, Tennis, Wheelchair Basketball and Wheelchair Rugby
- Events held at over 12 locations across the city
 - Pearland Recreation Center & Natatorium, athletic complexes and PISD middle schools & high schools
- Estimated economic impact
 - Up to \$1 million

Sponsor Benefits

- Local, regional and state wide brand visibility
- Enhance your corporate image and raise your community profile
- Public relations exposure
- Integration on social media
- Direct connection with local sports organizations

Package benefits

- Recognition or advertisement space in TAAF Winter Games program
- Name or logo recognition on TAAF Winter Games webpages
- Signage at event and sport venues
 - (Up to 10 locations)
- Logo presence on TAAF Winter Games volunteer and staff event t-shirts
 - Minimum 250
- Distribution of promotional material to all event athletes
- In-kind trade opportunities:
 - Volunteer meals
 - Athlete bags
 - Advertising/Media (Radio, Television)





TAAF
WINTER GAMES OF TEXAS
PEARLAND

Sponsorship Packages

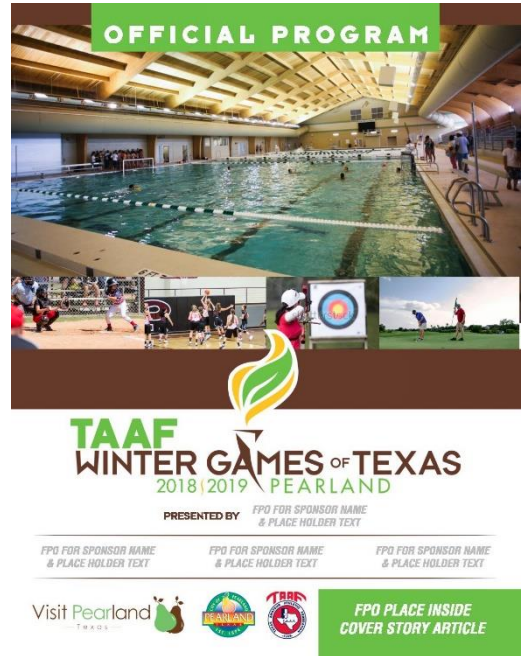
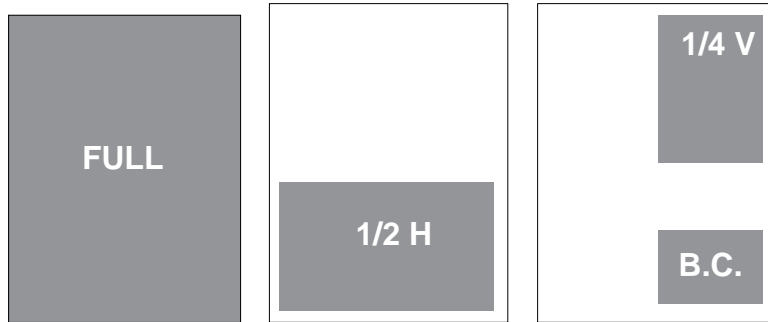
	Platinum \$3,000 (2 available)	Gold \$1,500 (4 available)	Silver \$750 (6 available)	Bronze \$250
Permission to use TAAF Winter Games logo	x	x	x	x
Logo or name recognition on event marketing flyers & posters	Logo	Name		
Logo or name with link to your website on TAAF Winter Games of Texas webpage (taaf.com)	Logo/ 5 months	Logo/ 3 months	Name/ 2 months	Name/ 1 month
Recognition on Convention & Visitors Bureau/Parks & Recreation Facebook in association with 2019 TAAF Winter Games	5	3	2	1
Opportunity for onsite presence at Recreation Center & Natatorium during the 2019 TAAF Winter Games	x	x		
Logo recognition on 2019 Winter Games banners at event sites (up to 10 locations)	x			
Logo or name recognition in 2019 TAAF Winter Games program	Logo	Logo	Name	Name
Opportunity for one (1) ad in the 2019 TAAF Winter Games program	Full Page	½ page	¼ page	
Logo recognition on 2019 TAAF Winter Games volunteer and staff event shirts (approx. 250)	Logo	Logo	Logo	Logo
Opportunity to provide promotional items and flyers/coupons in athletes' welcome bags (min. 3,000)	x	x	x	x
VIP Passes providing access to all events sites	8	4	2	

*Sponsorship fee can be satisfied through monetary and in-kind transactions



Digital Program Advertising

Information for buying and placing an ad in the TAAF Winter Games of Texas program



RATES	Per Advertisement
FULL PAGE	\$250
1/2 PAGE	\$175
1/4 PAGE	\$100
BUSINESS CARD	\$60

Specifications

Media & File Formats: Please provide a high resolution PDF file. PageMaker and/or Publisher files will not be accepted. Media is non-returnable.

Image Requirement: All images provided for ads should be final, color correct, high resolution (300 dpi) CMYL files. TIFF of high resolution PDF type is recommended. High resolution images should not be scaled up to more than 115% to maintain image quality.

Advertisement Details:

Ad Size	Trim	Safe	Bleed
Full Page	8.5"x11"	8"x10.5"	.125" on all four sides
1/2 Page	8.5"x5.5"	8.25"x5.25"	
1/4 Page	4.25"x5.5"	4"x5.25"	
Business Card	3.5"x2"	3.25"x1.75"	

~ Support athletes from across the state ~ Distributed to 3,000+ individuals

~ Reach a specific target market ~ Heighten brand visibility

~ Recognize you kids/grandkids/family/friends etc.



Sponsorship & Advertisement Application

Sponsor/Advertiser Information:

Company Name (*Exactly how it will appear in marketing/advertising*)

Contact Name

Billing Address/City/State/Zip

Company Phone

Contact Cell Phone

Email

Company Website

Select your sponsorship level:

Platinum (\$3,000) Gold (\$1,500) Silver (\$750) Bronze (\$250)

Advertisement Only

Full page: \$250 ½ page: \$175 ¼ page: \$100 Business card: \$60

Sponsorship Application and Payment: All applications must be received a minimum of ninety (90) days prior to event. Applications received without payment will be invoice upon approval. Sponsor agrees to pay sponsorship fee in full by November 15, 2018 and failure to receive payments by above date may result in termination of sponsorship agreement. (Make checks payable to Pearland Convention & Visitors Bureau)

City's Rights of Refusal:

The integrity and credibility of the City shall be the overriding consideration in all advertising and sponsorship activities. The City possesses sole and final decision-making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer of sponsorship, such as products of drugs, tobacco, weapons, gambling, or products/services that violate City policy.

Sponsor's Right of First Refusal:

The City intends to host future events and provide additional opportunities for sponsorship. However, the City is under no obligation to host any future events. In recognition of a Sponsor's support of events, the City grants Sponsors the right of first refusal over all other potential sponsors for the same sponsorship of the same event, in the subsequent year.



Sponsorships available for rights of first refusal are outlined in the packages benefits on previous pages. Sponsors have ninety (90) days following the conclusion of the sponsored event to elect to renew its sponsorship for the following year. If Sponsor fails to notify the City of its intentions to renew its sponsorship within the ninety (90) days period, the City reserves the right to open the sponsorship opportunity to the public without providing prior notice to the Sponsor.

Company Logo and Advertising:

In order to guarantee inclusion on marketing/advertising material, print and electronic, your logo is required with the submission of the application. Provided logos must be high resolution in the following preferred formats (.eps, .jpeg, or .png). Additionally, all sponsorship activities, promotions or advertising are subject to prior approval by the City.

The City of Pearland is not responsible for errors in any advertisement due to errors in ad copy or artwork furnished by the advertiser. In the event of any error in any advertisement not caused by errors in ad copy or artwork furnished by the advertiser, the liability of the City of Pearland shall be limited to the return of any charges paid by the advertiser to the City. Submission of materials is the responsibility of the advertiser. Electronic files will be accepted in Acrobat PDF, or high resolution image such as a TIFF. The advertiser agrees to honor any offers specified in its advertisement as per its terms and conditions. The advertiser assumes full responsibility that advertiser’s advertisement, business operations, services and products comply with all applicable laws.

Advertisement Details:

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Advertisement Image Requirement: All images provided for ads should be final, color correct, high resolution (300 dpi) CMYL files. TIFF of high resolution PDF type is recommended. High resolution images should not be scaled up to more than 115% to maintain image quality.

Failure to submit logo or artwork does not cancel the reservation and advertiser will still be responsible for payment of advertisement.

Important Dates:

- Sponsor logo due – ASAP
- Sponsorship advertisement due – December 15, 2019
- Items for athletes’ bags due – December 15, 2019
- Sponsorship fee due – January 1, 2020

Representation and Acknowledgement:

Sponsor agree they have read all aspects of the sponsorship application prior to submission. Sponsor acknowledged all submitted applications will be reviewed to ensure space availability and sponsorship aligns with City policies. Upon approval of submitted applications, sponsors will be sent an official invoice confirming sponsorship status. Furthermore, the Sponsor understands that failure to submit payment by stated date may result in termination of their sponsorship.

Signature _____

Date _____

Please sign and return application to:
 Pearland Convention & Visitors Bureau
sponsorships@pearlandtx.gov
 Jason O’Mara – 281-412-8929

