



Plum Ski-TERS Water Ski Show Team
P.O. Box 404, St. Germain, WI 54558

(262) 423-PLUM (7586) • hello@plumskiters.org

March 20, 2024

Dear Friend,

With the final rounds of “winter” coming to an end, the Plum Ski-TERS are in full motion preparing for our Summer 2024 ski season. As soon as the chilly breeze gets back up to the North Pole, we can hit the water and share our amazing show with the public. In the meantime, your continued support is what allows us to carry out the off-season preparations that make our shows successful year after year.

Now is when we are in the final stages of securing sponsors and advertisers for our annual Souvenir Program Book. This professionally-designed annual collectible reaches thousands of viewers between print and online consumption. **Will you support our non-profit ski team with an advertisement or sponsorship in 2024? It's a wonderful way to place your brand or business in front of THOUSANDS of eyeballs – residents and tourists alike.** Peruse our recent digital editions at plumskiters.org/advertise.

Souvenir Program Book highlights:

- Physical copies are distributed at no charge at our free-admission shows and events **AND** can be ordered online.
- Extra Souvenir Program Books are shared with area Chambers of Commerce for distribution.
- Each advertiser receives a Souvenir Program Book copy.
 - Have a storefront location? Let us know if you'd like some Souvenir Program Books to display.
- Our digital edition is featured throughout the season and remains accessible in our online archives for years.
- Professional designers can create your advertisement to ensure a high-quality representation of your business.

Additional Sponsorship opportunity features:

- Explode your marketing impact with on-site signage, verbal ads, banners, and more. We love unique requests!
- Sponsor a specific show to treat your staff or create a special outing. Enjoy reserved prime-location seating, a Ski-ter Bites concession stand credit, and announcements of your sponsorship throughout the evening.

Success in the summer grows from seeds sowed now. Join us in preparing now for our jolliest show in 64 summers! Complete the Advertising Agreement (order form) from the last page of this packet. Mail that back with a check, and email your artwork to marketing@plumskiters.org. OR go paperless: plumskiters.org/advertise, add your selections to the cart, upload your files, and check out. (Life hack: scan our QR code!) **Artwork and payment are due on or before Friday, April 15th** to guarantee inclusion and procurement of any required marketing materials.

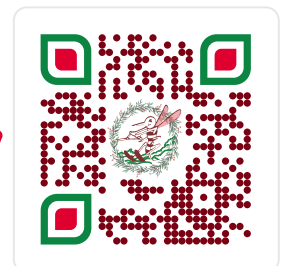
Many thanks for your continued support,

Rebecca Brusch

President

Plum Ski-TERS Water Ski Show Team

president@plumskiters.org



*shortcut to
online checkout*



2023 Souvenir Program Book Advertising Options

(262) 423-PLUM (7586) • hello@plumskiters.org

Our annual Souvenir Program Book shares information and news about the Plum Ski-TERS to our audience and the general public. Alongside Ski-TER content, we save space for **your** advertisement. This professionally-designed publication is freely distributed to guests at our twice-weekly free-admission water ski shows. In addition to bringing copies to area events, we also stock local Chambers of Commerce and businesses. Our diverse distribution means you'll reach thousands of year-round neighbors, seasonal residents, and vacationers.

Ad Type	Specs*	Price
Map Marker <small>(book + web)</small>	N/A	\$75
Eighth Page	4¼" ↔ x 2¾" ↓	\$100
Quarter Page <small>vertical</small>	4¼" ↔ x 5½" ↓	\$200
Quarter Page <small>horizontal</small>	8½" ↔ x 2¾" ↓	\$200
Half Page <small>horizontal</small>	8½" ↔ x 5½" ↓	\$300
Half Page <small>vertical</small>	4¼" ↔ x 11" ↓	\$300
Full Page	8½" ↔ x 11" ↓	\$400
Full Inside Cover <small>(2 available)</small>	8½" ↔ x 11" ↓	\$700
Full Back Cover <small>(1 available)</small>	8½" ↔ x 11" ↓	\$950

PROFESSIONAL DESIGN ADD-ON:

Good help can be hard to find, and we want to advertise your business in the best way possible. For a flat \$50, our designer creates a properly-formatted and -sized ad for your selection. This ensures a high-quality print that professionally represents your business.

With this add-on, we can create a year-specific ad or something more general that can be used again and again. Contact marketing@plumskiters.org to discuss. Provide your logo(s), tagline, photos, etc. **by April 15th or sooner.**

NEW from 2022:

We're always looking for new ways to add visibility and value for the businesses who support our team. In 2022, the Plum Ski-TERS added a map to our list of offerings. This map was printed as a two-page spread in our Souvenir Program Book as well as available interactively on our website. This is the perfect option if you are looking to get your business and location in front of our fans without the graphic design requirement of a program book ad.



*ADVERTISEMENT FILE SPECIFICATIONS:

The sizes listed above are for the finished "safe" area of your advertisement. Artwork should be submitted with a ¼" bleed on all sides as well as with appropriate interior margins to ensure readability. Format for CMYK printing and proper size at 300dpi. Artwork is preferred as AI, high-res PDF, IDD, or EPS. We always try our best to represent your business in a professional manner, but we cannot guarantee quality printing of improperly-formatted files.

Templates are available for creation in Adobe Illustrator. If this sounds like we're speaking a foreign language, please consider our professional design service. Submit all artwork to marketing@plumskiters.org **by April 15, 2024.**

Haven't seen a Plum Ski-TERS Souvenir Program Book recently? Flip through digital editions at plumskiters.org/advertise.



2024 Sponsorship Packages

	Single Show	Sponsor	Bronze	Silver	Gold	Platinum
Pkg Cost Value	\$100 \$220	\$360 \$425	\$660 \$1,125	\$1,160 \$2,625	\$2,260 \$5,775	\$2,560 \$7,025
Program Book						
Sponsor Map Marker		✓	✓	✓	✓	✓
Quarter Page Advertisement		✓				
Half Page Advertisement			✓			
Full Page Advertisement				✓		
Inside Cover Advertisement					✓	
Back Cover Advertisement						✓ *
Online Marketing						
Link & Phone on Website		✓	✓	✓	✓	✓
Company Logo on Website					✓	✓
In-Show Marketing						
2 Verbal Ads (Pre- & Half)	✓		✓	✓	✓	✓
10' Feather Flag				✓	✓ ✓	✓ ✓ ✓
presenting sponsor all season						✓
Ski Jump Signage						
Small Lake Side Vinyl				✓		✓
Small Show Side Vinyl					✓	
Large Lake Side Vinyl					✓ ∇	
Large Show Side Vinyl						✓ ∇
Boat Tagging						
Both Gunnels of One Boat				✓	✓	✓
Both Gunnels of a 2nd Boat					✓	✓
Single Bow Logo					✓	✓
At-Show Perks						
Reserved Prime Seating ö	✓					
Ski-ter Bites Concessions Tab	\$20					

** sponsorships involving trade require that sponsor provide or purchase marketing materials **

- ★ first sponsor paid will receive back cover; arrangements will be made for subsequent sponsors
- ∇ first sponsor paid will receive the large spot; arrangements will be made for subsequent sponsors
- ö one bench will be reserved; additional benches can be reserved for \$20/bench

Sponsorship monies must be received **by April 15, 2024**. This ensures adequate lead time for Plum Ski-ers to order and receive marketing materials needed to fulfill some portions of some sponsorship packages.

Late payment may result in delay or forfeiture of some deliverables.



2023 A La Carte Marketing Offerings

(262) 423-PLUM (7586) • hello@plumskiters.org

Explode your marketing messaging off of the printed page by taking advantage of our a la carte marketing opportunities. Your radio (audio) ad will be heard loud and clear when we play it twice per show throughout the season. Highlight your business as our skiers soar over your signage on our jump ramp. Bling out our boats with your branding as the team travels to shows and tournaments.

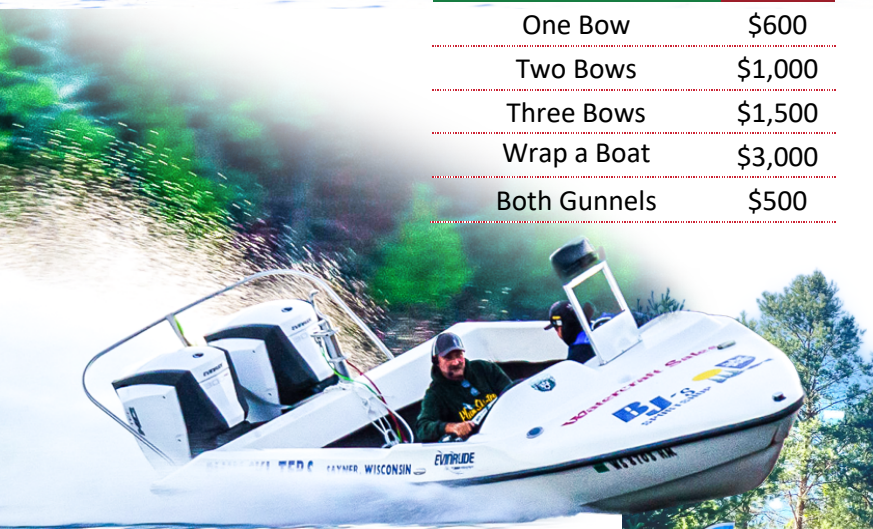
Minimize your effort; maximize your impact

We will buy the marketing materials when you purchase one of these a la carte items.



Boats	Price
One Bow	\$600
Two Bows	\$1,000
Three Bows	\$1,500
Wrap a Boat	\$3,000
Both Gunnels	\$500

Ski Jump	Price
Front Curtain Banner	\$2,000
Large Show Side Vinyl	\$1,250
Large Lake Side Vinyl	\$1,000
Small Show Side Vinyl	\$750
Small Lake Side Vinyl	\$500



Showtime Specials	Price
Two Radio Ads every show (Pre-show & Intermission)	\$600
Feather Flag (10'↕ x 2.5'↔)	\$400
Single Act Sponsor (Pre-show & Intermission)	\$400
Ski-ter Bites Banner @ concessions – 3'↕ x 10'↔ or 7'↔	\$300



PLEASE NOTE:

Many of these a la carte items are also available in our sponsorship packages but may only have one physical location that can be sold.

FILE SPECIFICATIONS:

Submit all artwork to marketing@plumskiters.org by **April 15, 2024**. Designs and logos are preferred in a vector format: AI, EPS, or SVG. We can order the marketing materials (flags, banners, vinyl, etc.) on your behalf using the logo you provide or you may provide your own.



2024 Order Form & Advertising Agreement

(262) 423-PLUM (7586) • hello@plumskiters.org

Today's Date: _____ / _____ / _____

Business Name: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Phone: _____

Mailing Address: _____ Physical Address: _____

(city, state, zip)

(city, state, zip)

A La Carte Advertising

Sponsorship Packages

- Single Show.....\$100
- Sponsor.....\$360
- Bronze.....\$660
- Silver.....\$1,160
- Gold (2 available).....\$2,260
- Platinum (1 available).....\$2,560

Program Book Ads: (Full-Color)

- Map Marker (book + web) \$75
- Eighth Page \$100
- Quarter Page \$200
 - vertical (std) horizontal
- Half Page \$300
 - horizontal (std) vertical
- Full Page \$400
- Full Inside Cover \$700
- Full Back Cover \$950

Jump Ramp:

- Front Curtain Banner ..\$2,000
- Large Show Side Vinyl ..\$1,250
- Large Lake Side Vinyl ..\$1,000
- Small Show Side Vinyl\$750
- Small Lake Side Vinyl.....\$500

Boat Designs:

- One Boat Bow\$600
- Two Boat Bows\$1,000
- Three Boat Bows.....\$1,500
- Wrap an Entire Boat ...\$3,000
- Both Gunnels (per boat)\$500

On-Shore Signage:

- Feather Flags \$400
- Ski-ter Bites Banners \$300

★★★★ complete this section ★★★★★

Marketing Materials

- Professional ad design ...\$50
- Use my **NEW 2024** artwork
- Reuse **prior artwork** in 2024

★★★★ complete this section ★★★★★

SELECTION TOTAL

\$

Please bill me in January 2024

Signature _____

NOTES:

Remit payment

Plum Ski-TERS Water Ski Show Team
 P.O. Box 404, St. Germain, WI 54558
 or electronically via plumskiters.org/shop
deadline: Monday, April 15, 2024

Remit ad artwork

send to: marketing@plumskiters.org
 process CMYK, ¼" bleed on all sides, 300 dpi
 preferred as AI, high-res PDF, EPS, or IDD file
deadline: Monday, April 15, 2024