



2010 U.S. Figure Skating Eastern Sectional Championships
November 17 – 22, 2009
Newark, Del.

Sponsorship Opportunities

Hosted by

The University of Delaware FSC
Fred Rust Ice Arena
South College Avenue
Newark, DE 19716
(302) 831-4686
<http://www.udel.edu/udfsc>

Sanctioned by:



The University of Delaware Figure Skating Club is proud to announce that it will host the 2010 Eastern Sectional Championships, sanctioned by U.S. Figure Skating, November 17 - 22, 2009, at The University of Delaware Figure Skating Club.

Approximately 250 top level amateur figure skaters will advance from the Regional Championships held throughout the Eastern United States to the Eastern Sectional Championships. Athletes are competing for the opportunity to continue on to the 2010 AT&T U.S. Figure Skating Championships to be held in Spokane, Wash. In addition to the athletes, this event will bring coaches, parents, family and more than 50 U.S. Figure Skating officials to Newark.

Figure Skating delivers both an exciting live event and a powerful emotional connection among key consuming demographics for your brand.

Figure Skating Audience Profile:

- As a sport, figure skating has the largest fan base of females 12 and older. These fans prefer to watch skating over the NFL, MLB, NBA and college football.
- Figure skating has the sixth-largest fan base of people (male and female) 12 and older. (Only the NFL, MLB, NCAA football and NCAA basketball rank higher).
- Figure skating ranked third in the Fan Intensity Index (percentage of fans who consider themselves avid).
- 65% of women over 18 consider themselves figure skating fans.
- 75% of women over 55 consider themselves figure skating fans.
- 46% of high school graduates consider themselves skating fans.
- 68% of figure skating fans have college degrees.
- Median household income of figure skating fans is approximately \$90,000.
- 34% have household incomes of more than \$100,000.
- 52% have household income of more than \$75,000.

Source: 2003 ESPN Sports Poll and performance research at the 2004 State Farm U.S. Figure Skating Championships

The entire 2010 Eastern Sectional Championships will be broadcast on icenetnetwork.com. The Championships will also be featured in local print and television and world-wide on usfigureskating.org.

The 2010 Eastern Sectional sponsorship program is attached for your review. We look forward to working closely with you as we welcome this exceptional event to Newark. Thank you so much for your support!

For questions, please contact:

CHRISTIE MOXLEY-HUTSON

CELL: (302)521-6755

EMAIL: LILMOX5481@AOL.COM

2010 Eastern Sectional Championships
Presented by (Company Name)

November 17 – 22, 2009
Newark, Del.

Presenting Sponsor* – \$10,000

Only one local presenting sponsor for the event

Presenting Sponsorship Package Includes

- Exclusive Local Naming Rights
- Sponsor logo** to appear on front cover of Event Program
- Sponsor will have prime advertising** on the back cover of Event Program
- Sponsor's logo to be displayed on dasher boards in both rinks***
- Sponsor banners*** to be displayed in Registration and Vendor Area
- Presented Locally by [Sponsor] to appear below event logo (see above example) on all official, local event advertisements, signs, and posters
- Sponsor's Logo** and Presented Locally by [Sponsor] to appear below event logo on event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- Sponsor will be announced as local presenting sponsor in all local media releases/events
- Three prepared commercial announcements per day in the arena by event MC.****
- Sponsor Logo** will be featured on event tickets and on over 1200 skater, coach, chaperone, volunteer, and official credentials
- 40 single-day event passes to 2010 Eastern Sectional Championships events
- Commemorative plaque.

Gold Level Sponsor* – \$5,000

Gold Level Sponsorship Package Includes

- Sponsor will receive one full-page advertisement** in Event Program
- Sponsor logo to be displayed in Registration and Vendor Area***
- Sponsor identified as gold level sponsor for Event on prominent banner in lobby
- Sponsor's Logo** to appear on Event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- Sponsor will be announced as supporting sponsor in possible event media
- Two prepared commercial announcements per day in the arena by event MC.****
- 30 single-day event passes to 2010 Eastern Sectional Championships events
- Commemorative plaque.

*Sponsor must meet applicable sponsorship rules by U.S. Figure Skating

** Logo and artwork to be submitted electronically – book specifications upcoming

*** Materials for dasher boards and lobby to be supplied by Sponsor - size limitations apply

**** Sponsor to provide arena commercial verbiage

Silver Level Sponsor* – \$2,500

- Sponsor will receive one full page advertisement** in Event Program
- Sponsor identified as silver level sponsor for Event on prominent banner in lobby
- Sponsor's Logo** to appear on Event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- 20 single-day event passes to 2010 Eastern Sectional Championships events
- Commemorative plaque

Bronze Level Sponsor* – \$1,000

- Sponsor will receive one half page advertisement** in Event Program
- Sponsor identified as bronze level sponsor for Event on prominent banner in lobby
- Sponsor's Logo** to appear on event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- 10 single-day event passes to 2010 Eastern Sectional Championships events
- Commemorative plaque

Pewter Level Sponsor* – \$500

- Sponsors Logo** included on Sponsor's Page of the event program
- Sponsor Logo** to be included on sponsor banner in lobby
- Sponsor's Logo** to appear on event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- 6 single-day event passes to 2010 Eastern Sectional Championships events

In-Kind Sponsor* – \$1,000 Service or Product Donation

- Sponsor will receive one half page advertisement** in Event Program
- Sponsor identified as bronze level sponsor for Event on prominent banner in lobby
- Sponsor's Logo** to appear on event website: www.udel.edu/udfsc/easterns2010
- Logo will link to business website
- 10 single-day event passes to 2010 Eastern Sectional Championships events
- Commemorative plaque

*Sponsor must meet applicable sponsorship rules set by U.S. Figure Skating

** Logo and artwork to be submitted electronically – book specifications upcoming

Event Program Advertisement Rates

_____	Back Cover (\$850.00)*
_____	Front or Back Inside Cover Full Page (\$650.00)*
_____	Full Page (\$500.00)
_____	Half Page (\$275.00)
_____	Quarter Page (\$150.00)
_____	1/8 Page (\$90.00)
_____	Best of Luck Ad – Business Card Size (\$25.00)

(Available to friends and family only)

Enter message here:

All camera ready materials must be typeset and are acceptable in the form of pasted-up mechanicals, or preferably in electronic format, on a CD or via e-mail to: bbb2@delaware.bbb.org.

Also, all digital material should be submitted in Tiff, EPS or PDF format, with all fonts included. Digital photos must have a resolution of 300 dpi or greater (please include a complete list of elements). For further information or question, please contact Tammy Jeandell at e-mail address: bbb2@delaware.bbb.org.

* Contact Tammy Jeandell at bbb2@delaware.bbb.org to verify availability of advertising space. Deadline October 23, 2009.

Vendors

Spots are still available! Tables will be provided for our vendors in the front left corner of the Fred Rust Ice Arena. The area will be draped with a blue curtain and made visible to all skaters and spectators.

COST –

- \$100 Table Fee for the week
- 15 % of your profits go back to the University of Delaware Figure Skating Club

If you are interested, please contact Christie Moxley at lilmox5481@aol.com