

Liberty Post Newsletter

Liberty Post is a quarterly newsletter sent out to SCA member teams detailing information on upcoming events and competitions, coaching tips, SCA news, and other general cheerleading information. The newsletter is also posted on our website and remains accessible to anyone for at least 2 years after its publication date. Liberty Post is published in September, December, February, and April. Ads in Liberty Post are available in 2 sizes:

- Business Card Ad 3.25"w x 2"h \$20.00 per issue
- 1/4 Page Ad 4"w x 5.5 "h \$40.00 per issue

Full year special: purchase and pay for a full year of Liberty Post (4 issues, ¼ page ad) by September 15 and pay only \$125.

Deadlines: September deadline: September 15, 2009, otherwise 1st day of each publication month (December, February, April).

Website Advertising

Additional advertising is available on our website. Prices will be negotiated on an individual basis.

SCA Saskatchewan Provincial Cheerleading Championship

The SCA Saskatchewan Provincial Cheerleading Championship is the culmination of the competitive cheer season in Saskatchewan. Schools across the province bid to host this prestigious event and there will be media coverage in print, on radio, and on television.

Title Sponsor

Saskatchewan Cheerleading Association Provincial Championship sponsored by "Your Company Name"

Includes:

- Banner space directly behind the competition mat (centre) and advertising at the event (logo and contact information in the program and information in coaches' packages.) Maximum banner size 8 feet by 6 feet.
- Up to a full page ad in two issues of the SCA Liberty Post newsletter that is sent to all SCA members.
- Company Name on grand champion trophy and the right to have a company representative present award
- Company Logo and Hotlink to company website from SCA main web page (from date of agreement until May 31, 2010) as well as a link from the competition information page
- Inclusion of company name and/or logo on all event correspondence and signage
- Company logo and contact information on event DVD (if one is produced)
- Recognition by M.C. as the title sponsor several times during the event
- 4 tickets to the SCA Provincial Championships
- First right of refusal for 2011 event

Cost of Title Sponsorship for 2010 is \$2500; as the 2009 title sponsor, ProCheer has the first right of refusal for the 2010 event.



Gold Sponsor

- Information about your company in all registration packages
- ¼ page ad in two Liberty Post newsletters during the 2009-2010 season
- Listed as gold sponsor in event program
- Name and logo on SCA website as a gold sponsor with a link to your website on event information page (from date of agreement to May 31, 2010)
- Company logo and hotlink to your website on the SCA home page (from date of agreement until May 31, 2010)
- Company name/logo on all event information
- Recognition by M.C. as a gold sponsor several times during the event
- 2 tickets to the SCA Saskatchewan Provincial Cheerleading Championship

Cost of Gold Sponsorship is \$1500

Silver Sponsor

- Information about company in all registration packages
- Ad in one Liberty Post newsletter during the 2009-10 season
- Name and logo in event program as silver sponsor
- Name and logo on SCA website as silver sponsor with a link to your website on event information page (from date of agreement to May 31, 2010)
- Recognition by M.C. as silver sponsor several times during the event
- 2 tickets to the SCA Saskatchewan Provincial Cheerleading Championship

Cost of Silver Sponsorship is \$1000

Bronze Sponsor

- Information about company in all registration packages (provided by the company)
- Ad in one Liberty Post newsletter during the 2009-10 season
- Name and logo in event program as bronze sponsor
- Name and logo on SCA website as bronze sponsor with a link to your website on event information page (from date of agreement to May 31, 2010)
- Recognition by M.C. as bronze sponsor

Cost of Bronze Sponsorship is \$500

Trophy Sponsorship

- Your name or your business name on the first, second, and third place trophies in one division
- Name in the event program as a trophy sponsor
- The opportunity to have a representative from your business present the trophies

Cost of Trophy Sponsorship is \$200 **per division**

Door Prize Donation

- Name in the program as a door prize sponsor

Coaches Conference Sponsorship

Choose to support our conference through one or more of the following sponsorship packages and receive some great advertising and promotional opportunities!

Cheer Village Booth - \$100

- Interact directly with cheerleading coaches, teachers, administrators and athletes before and after the conference, in between sessions and during the lunch break.
- Display and promote your own products and/or services during the conference lunch break.

Breakout Session Sponsor - \$100

- Verbal recognition during introduction of session speaker.
- Logo and company information on the SCA website and in all conference correspondence.

Keynote Sponsor - \$200

- Verbal recognition during introduction of keynote speaker.
- Logo and company information on the SCA website and in all conference correspondence.
- Information about your company in registration packages (provided by you).
- \$25 discount on a Cheer Village Booth (if so desired).

Snack Break Sponsor - \$300

- Verbal recognition at the commencement of the snack break.
- Logo and company information on the SCA website and in all conference correspondence.
- Information about your company in registration packages (provided by you).
- \$25 discount on a cheer village booth (if so desired).
- Company logo "printed" in edible icing on snack break cookies.



Lunch Sponsor - \$500

- Verbal recognition at the commencement of lunch and at conference closing.
- Logo and company information on the SCA website and in all conference correspondence.
- Information about your company in registration packages (provided by you).
- **FREE** Cheer Village booth (if so desired).
- The opportunity to address conference attendees for up to 5 minutes before lunch break.
- One **FREE** month of company advertising on the SCA website (www.sca.ca) – 180x180 pixel image.

Registration Gift Sponsor - \$500

- Company logo prominently displayed on the registration gift given to each conference attendee.
- Verbal recognition during conference welcome and closing.
- Logo and company information on the SCA website and in all conference correspondence.
- Information about your company in registration packages (provided by you).
- **FREE** Cheer Village booth (if so desired).
- The opportunity to address conference attendees for up to 5 minutes during one snack break.
- One **FREE** month of company advertising on the SCA website (www.sca.ca) – 180x180 pixel image.

Deadline for Sponsorships and purchase of Cheer Village booths: September 11th, 2009
Payment must be received by these dates to secure sponsorship



Saskatchewan
Cheerleading
Association

Promotional & Sponsorship Opportunities 2009-2010

The SCA would be happy to work with you to customize a package that best suits the advertising needs of your company. We may be able to offer discounts to companies who sponsor multiple events or advertise in multiple publications.

For more information or to reserve your sponsorship, please contact:

Lindsey Brock
Competition & Events Director,
Saskatchewan Cheerleading Association (SCA)
PO Box 31090, Regina, SK, S4R 8R6
telephone: 306.530.8499
email: brock20L@hotmail.com