

Become an ATC Sponsor

Below is a list of our sponsorship offerings. Feel free to contact Noreen Leary at VP@triannapolis.org for more info.

	Colossal Crab	Jumbo Crab	Large Crab	Supporter	Special Event
Cash Commitment	\$2,000	\$1,000	\$500	In kind (min \$1,500 in retail value)	Fundraising contribution % from event
Exclusivity	Yes but defined by industry	No	No	No	No
Web	Banner and all electronic club wide official transmissions	Prominent on sponsor page as well as in quarterly newsletter	On sponsor page as well as in quarterly newsletter	On supporter page and quarterly newsletter	Minimum - Month leading up to event and 2 weeks after
Logo	On Club gear (1)	Club training gear medium (2)	Club training gear small (2)	Club training gear small (2)	NO - unless specific gear created for the event (3)
Individual Memberships (Included)	Up to family of 4	2	1	1	0
Logo in newsletter	Quarterly newsletter	Quarterly newsletter	Quarterly newsletter	Quarterly newsletter	Quarterly newsletter
Opportunity to host table at Club Meetings and events (4)	Yes	Yes	Yes	Yes	Yes - at their event
Opportunity to write an article in quarterly newsletter (5)	Yes	Yes	Yes	Yes	Yes
Opportunity to distribute materials (6)	Yes	Yes	Quarterly	Yes	At the event
Opportunity to email information to club members (7)	Quarterly	Quarterly	Semi-annually	Semi-annually	At the event and to registered attendees of the event
Opportunity to advertise on ATC facebook page(8)	Monthly	Quarterly	Yearly	Quarterly	At the event

Notes:

* Sponsor has first opportunity to support a club sanctioned race or timed event open to the public that is subject to those special event-specific sponsorship guidelines.

(1) Exclusivity is limited by industry.

(2) This is for gear created by club for events and if commitment and cash is in place by 2/1 name (not necessarily logo) will be included in a discrete location on kits (i.e. on sleeve or clustered on pocket etc... placement to be determined by gear committee and total of all non ATC graphics to utilize NOT more than 12.5% (1/8) of the kit area) Kits will be ONLY for Colossal Crab sponsor level.

(3) This is for gear created by club for events. This could include training gear that is subsidized by the club, event gear created and subsidized by the club etc. This level will NOT be on any gear created for racing i.e. Kits.

(4) This is for gear created by club for specific event sponsor is involved. There is not exclusivity available for this if cobranding is to be used (cobranding the ATC with supporting sponsor).

(5) Sponsors will have the opportunity to attend club meetings, events, lectures, happy hours, etc... where appropriate a table will be available for sponsors to have a person(s) there to discuss their product. In the event a lecture is not hosted by a club sponsor but is hosted by a competitive group the club reserves the right to have both groups in attendance, but limit (minimize) the exposure etc. to the club sponsor.

(6) Articles in the newsletter are NOT advertisements but for the benefit of the club members and achieving their goals. This section allows sponsors to either provide appropriate articles to achieve that goal or the club can look for "ghost writers" to help if requested... Once quarterly, both Colossal and Jumbo sponsors may also provide an additional advertisement for distribution in the newsletter.

(7) Materials can be in any format and could be advertising etc... all must be reviewed and approved (in writing) by the executive committee 15 days in advance of distribution. Photos, PDF, etc. are acceptable manners to provide materials for the committee to review. They will go out as a separate email on the same day as the quarterly newsletter.

(8) Advertisements will be submitted to club secretary for approval. Upon approval club secretary will post to club facebook page.