



PIER 121

YACHT CLUB

Lake Lewisville

2012

**Sponsorship
Program**

Pier 121 Yacht Club Purpose



- **To promote the enjoyment and comradery of boating through organized events and activities.**

- **Events and activities include:**
 - ✓ Monthly parties
 - ✓ Charity events
 - ✓ Boating seminars
 - ✓ Holiday activities

- **The Yacht Club's annual operating budget is created through membership dues, fund raisers and sponsorships.**

- **Multiple sponsorship options are available.**

Benefit to Our Sponsors



- **Increased sales through increased exposure and customer contact.**

- **Multiple sponsor levels available based on sponsor's needs.**
 - Platinum Sponsor
 - Gold Sponsor
 - Silver Sponsor
 - Business Card Sponsor

Platinum Sponsor Benefits



- **For 2012, Platinum Sponsorship will be available to multiple sponsors.**
- **Platinum Sponsor benefits include:**
 - Largest banner signage at each event in premium spot
 - Verbal “Thank our Platinum Sponsor” script at events
 - Coordination support on additional events with sponsor and at least one event to be held at your dealership or other designated location
 - May have one boat (or approved item) displayed during yacht club events
 - Advertisement on newsletters, evites and exclusively on flyers
 - Opportunity to utilize yacht club database for promotions
 - Free admission for designated employees
 - Advertisement on front page of Pier 121 Yacht Club website with direct link to sponsor website as well as paragraph on sponsor page
 - First year free for sponsor’s dealership for new buyers coming to Pier 121 Marina to join the Pier 121 Yacht Club* *Up to ten per year then discounted to 50%.
- **Pricing is \$1,250 per quarter paid on the first week of each quarter. One year commitment is required.**

Gold Sponsor Benefits



- **For 2011, Gold Sponsorship will be available to multiple sponsors.**
- **Gold Sponsor benefits include:**
 - Banner signage at each monthly event, sizing of banner will be limited to no more than 50% of the size of the Platinum Sponsor signage
 - Thank our sponsor promoting at each event
 - Free admission for up to six (6) designated employees per event
 - Advertisement on Pier 121 Yacht Club website sponsors page with direct link to sponsor website
 - 50% discount for sponsor's dealership for new buyers to join the Pier 121 Yacht Club.
- **Pricing is \$625 per quarter paid on the first week of each quarter. One year commitment is required.**

Silver Sponsor Benefits



- **For 2012, Silver Sponsorship will be available to multiple sponsors.**

- **Silver Sponsor benefits include:**
 - Banner signage at each monthly event, sizing of banner will be limited to no more than 25% of the size of the Platinum Sponsor signage
 - Thank our sponsor promoting at each event.
 - Free admission for up to four (4) designated employees per event
 - Advertisement on Pier 121 Yacht Club website sponsor page with direct link to sponsor website
 - 25% discount for sponsor's dealership for new buyers to join the Pier 121 Yacht Club.

- **Pricing is \$375 per quarter paid on the first week of each quarter. One year commitment is required.**

Business Card Sponsor Benefits



- **For 2012, Business Card Sponsorship will be available to multiple sponsors.**
- **Business Card Sponsor benefits include:**
 - Advertisement on Pier 121 Yacht Club website on the business card sponsor's page
- **Pricing is \$300 per year due immediately at signup.**

Prize Sponsors



- **For 2012, we will need many prize sponsors.**

Prize Sponsors will donate items for our raffles and giveaways for our events throughout the year.

- **Prize sponsors will be recognized during the event where prize is presented**
- **Prizes of all sizes and value are appreciated.**

Discount Sponsors



Discount Sponsors will give all Pier 121 Yacht Club members upon presentation of their current Pier 121 Yacht Club card a discount on services at their place of business.

- **Discount sponsors benefits include:**
 - Advertisement on Pier 121 Yacht Club website on the member discounts page.

Thank You!



- We truly appreciate your time and consideration in supporting the Pier 121 Yacht Club. Since it's inception in 1986 we have never seen the club thrive as much as it has in the past few years. Our membership has doubled since 2003 and we look forward to an even more successful year in 2012. We would love to have you join us as we continue to grow and prosper.