



## Introduction

From August 8<sup>th</sup> – 14<sup>th</sup>, the 2016 IGLA Championships will be held in Edmonton, Alberta. This is a unique opportunity to bring awareness of your organization or business to nearly 1,000 participants, volunteers, officials, and spectators. We currently have attendees planned from all over the United States, Canada, Europe, and even New Zealand. It is also an opportunity to support the efforts of a local non-profit organization that is organizing this event on an all-volunteer basis.

## What are the IGLA Championships?

IGLA is the international gay & lesbian aquatic championship competition. IGLA celebrates friendship, sportsmanship, and competition and includes swimming, diving, open water swimming, synchronized swimming, water polo, and the Pink Flamingo™. It has been held every year except Gay Games years since 1987. This event is not exclusive to gay/lesbian participants and we welcome and routinely have non-gay/lesbian participants as well. It is the mission of IGLA to “to promote participation in aquatic sports among lesbians and gay men and friends of our community, and to ensure maintenance of the highest standards for aquatic competitions and international standards for all Gay Games and IGLA Championships.”

## Who is hosting and organizing the IGLA Championships?

Edmonton’s [Making Waves Swim Team](#) is hosting and organizing the event. Making Waves is a non-profit organization formed in 1999 and today has more than 60 registered members.

## Where and when are the IGLA Championship activities taking place?

All pool competition activities will take place at the Kinsmen Sports Centre (9100 Walterdale Hill, Edmonton), just a short drive from the heart of Edmonton, August 8<sup>th</sup> through August 14<sup>th</sup> 2016. The Open Water Swim will take place on Sunday, August 14<sup>th</sup> at a location still to be determined. Most participants will be staying in downtown Edmonton, close to many of the planned social events which start August 8<sup>th</sup>, 2016.

## Participant numbers and demographics

Over the past ten years, the IGLA championships have had an average of over 800 athletic participants. People between the ages of 30 and 50 make up 55% of those participants. Women make up roughly 17% of total IGLA Championship participants. Additionally we have a significant number of additional officials, volunteers, and spectators in attendance. Attendees will be especially interested in dining options, shopping, and tourist activities in Edmonton and surrounding areas. A 2011 USMS survey indicated that those participating in United States Master Swimming (including IGLA) had the following economic characteristics:

### USMS Income Distribution

Under \$49,999	14%
\$50,000-99,999	31%
\$100,000-149,999	26%
\$150,000-199,999	12%
\$200,000-249,999	6%
\$250,000+	11%

Economically, the lesbian, gay, bisexual, and transgender (LGBT) community makes up 10% of the Canadian Consumer market. Over 75% of LGBT household have an annual income of over \$50,000. Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have the largest amount of disposable income of any niche market. This phenomenon is often referred to, rather ironically, as DINKS – double income, no kids.

## Championship Program Description

The Championship Program will be provided to all participants and coaches of the competition and available to spectators. It is the best way to reach many of the attendees as it will be used throughout the week. It will have information about competitors by event, competition and social event timelines/schedules, maps, shuttle schedules, welcome letters, and suggestions for things to do and places to go in their free time. It will be a color covered 8.5 x 11 booklet of approximately 50 pages.

## Print Advertising Specifications

Full Page	Half Page (Horiz)	Half Page (Vert)	Quarter Page
8" wide x 10.75" tall	7.25" wide x 4.75" tall	3.375" wide x 9.75"	3.5" wide x 4.75" tall

Digital files must be: PDF, TIFF, JPEG at appropriate resolution and size for printing the desired ad size.

All advertisement content is subject to review and approval. All content must be appropriate for the general public and subject to approval by IGLA 2016 organizers.

**Advertising Rates** – advertiser must provide camera ready art (electronically)

Championship Program Advertising	Black & White	Color
Back Cover (full page)		\$600
Inside Front Cover		\$500
Inside Back Cover		\$400
Full Page	\$200	\$375
Half Page	\$125	\$200
Quarter Page	\$75	\$125

NOTE: Full page advertisers will also get logo promotion on the IGLA2016 website. Please send this separately with your ad submission.

Payment is due upon placement of your advertisement order. Email your advertisement to Craig Volkerink at [sponsorship@igla2016.org](mailto:sponsorship@igla2016.org) with your information on your preferred ad type. He will then provide you instructions and payment options.

Advertising deadline is Monday, July 18 2016. Requests after deadline will be considered on a space available basis.

## Online Advertising Rates

On our website, [www.IGLA2016.org](http://www.IGLA2016.org), there also exists an opportunity for leaderboard advertising. We anticipate a large traffic increase when registration begins in January of 2016. As such our online advertising rates adjust to reflect this traffic. As with print advertising we require camera ready artwork, leaderboard dimensions: 728x90

We recommend if you interested in online advertising, please view our sponsorship package. Our Bronze Medal level of sponsorship is just \$500 and includes a website leaderboard, full page BW ad, monthly social media shout outs, event sponsorship of your choice, logo placement in IGLA advertising and inclusion in a thank you ad.

## Other Sponsorship Options

Individual Swimming Events – organization name listed in program for that event. \$25 per event. See [www.igla2016.org](http://www.igla2016.org) for a list of swimming events.

Banner at Pool Competition Venue \$50 – aquatic venue rules prohibit banners for alcohol, tobacco, or gambling. All banners should be appropriate for the general public.

Open Water Swim – Our open water swim taking place on the final day of IGLA is a unique sponsorship opportunity. This event will be the *only* Open Water Swim to take place in the province of Alberta and therefore we are opening registration and advertising this event to all swimmers in Western Canada who would like to participate. The event itself will be held at Lake Summerside and we are seeking a title sponsor for this event in the amount of \$10,000 which includes all benefits listed as a Tidal Sponsor in our Sponsorship Package.

Send your requests for these options to [sponsorship@igla2016.org](mailto:sponsorship@igla2016.org).

Month	Leaderboard Value
Jun-15	\$10
Jul-15	\$10
Aug-15	\$10
Sep-15	\$10
Oct-15	\$10
Nov-15	\$10
Dec-15	\$10
Jan-16	\$40
Feb-16	\$40
Mar-16	\$40
Apr-16	\$40
May-16	\$50
Jun-16	\$50
Jul-16	\$50
Aug-16	\$50
<b>Total</b>	<b>\$430</b>