

## SPONSORSHIP SALES REQUIREMENTS

Each family of a skater/skaters will be responsible for selling a combined total of \$175 in sponsorships and ticket sales of which a minimum of \$100 must be in sponsorship sales for the program book. If these requirements are not met, the skater will be billed for the balance. NOTE: If a family is able to sell \$100 in sponsorships, they must purchase \$75 in tickets, to meet the required \$175.

### TYPES OF SPONSORSHIPS, SPONSORSHIP SIZES AND PRICES

Sponsorships are either classified as personal or business. Personal sponsorships cannot mention any type of business or organization.

**OUTSIDE BACK COVER (RESERVED)..... \$225.00\***

**INSIDE FRONT COVER OR INSIDE BACK COVER (RESERVED) .... \$200.00\***

**FRONT OR BACK INSIDE FLAP (RESERVED)..... \$175.00\*\***  
This is the first page after the inside front cover, or the last page before the inside back cover.

**FULL PAGE (PERSONAL).....\$150\*\***  
Size: 7"W x 9.25"H (VERTICAL) All skaters (Senior Club and Junior Club), may purchase a Full Page Sponsorship with or without a picture. In order to receive the Senior Club Member discount, absolutely no business sponsorship will be allowed, even if it is a family business in this sponsorship. **NO EXCEPTIONS WILL BE MADE.** The cost of this sponsorship is \$150.00 and this can go towards your \$100 minimum sponsorship sales requirement.

**FULL PAGE (BUSINESS)..... \$150**  
Size: 7"W x 9.25"H (VERTICAL) Two complimentary tickets will be provided for full page business sponsorships (non-member related). Please supply the Sponsorship Coordinators with the mailing addresses of any full page sponsorships sold so that the complimentary tickets may be mailed to the sponsor.

\*Covers and inside flaps: Sponsors from last year will be given 1st priority on buying a cover or inside flap spot for this year's program book. In the event that a sponsor from last year does not want to purchase one of the three covers or the two inside flaps, requests for new business sponsorships will receive priority over personal sponsorships. ***This year the inside back flap is available and will be given first come first served to a business sponsorship.***

**1/2 PAGE .....\$75.00\*\***  
Size: 7"W x 4.5"H (HORIZONTAL)

**1/4 PAGE .....\$40.00\*\***  
Size: 3.25"W x 4.5"H (VERTICAL)

**1/8 PAGE .....\$30.00\*\***  
Business Card Size: 3.25"W x 2"H (HORIZONTAL)

**1/16 PAGE (MINI-SPONSORSHIP) ..... \$10.00**  
Size: 3.25"W x 1"H (HORIZONTAL)

**NOVELTY "SKATE" SPONSORSHIPS ..... \$15**  
See the enclosed sample skate. Several of these skate forms are in this sponsorship kit. Do not bend or fold these skate forms. Be sure to keep the messages within the outline of the skate. The buyer should write the message directly on the forms included in black ink only. Do not use pencil or blue or red ink. After the sponsorship is turned in to our sponsorship coordinators, it will be approximately the same size as the original for placement in the program book. There will be several skates from different people listed on each Novelty Sponsorship page of the program book. Please do not try to Xerox or reprint copies of this form as it does not copy well and reprinting the form may alter the sizes of the skates. Extra forms will be available along with invoices in the club room. These sponsorships are a creative way for family, friends, and other skaters to wish the show participants. "Good Luck" or to thank their coaches for their support. *Note: Novelty Sponsorships cannot be used or reproduced in any other sponsorship. If used in any sponsorship besides the Novelty Sponsorship, your sponsorship will be returned.*

**BOOSTER LISTING ..... \$5**  
If you cannot sell a sponsorship to someone, try to sell them on the idea of having their name placed on the Booster List for only \$5.00. Note that the invoice contains a few blank lines for donations from people who do not wish their names to appear in the program book. If needed, attach a list of boosters. Do not use separate invoices for each booster. Remember, any combination of sponsorships, boosters, and donations will be added to your total to fulfill your sponsorship requirements and to count toward the Bonus Program.

### BONUS PROGRAM

We offer an incentive program for skaters to sell as many sponsorships as possible:  
For every \$500.00 in Total Sponsorship Sales that you sell, you will earn \$75.00 credit towards contracting ice time for North Shore Skating Club Summer Session 2018. If your summer ice is canceled, your credit will be pro-rated for the ice that you contracted during the summer.

### Sponsorship Deadline (February 17 firm)

The deadline for those who sold show sponsorships last year to sell to the same sponsors is Wednesday, January 17, 2018 after which time those sponsorships may be sold by anyone. All other sponsorships must be submitted by 12:00 noon on Saturday, February 17, 2018 to receive full and

final credit. There will be no credit given to any sponsorships submitted after 12:00 noon on 2/17/18. It is important that all sponsorships are submitted no later than February 17.

### Personal Sponsorship Discounts For Senior Club Members

Full Club Member Discount for Personal Sponsorships (*Junior Club Skaters are not eligible for a discount*): North Shore Skating Club members who purchase personal sponsorships (with no business or organization mentioned) will receive discounts as follows but request for this discount **MUST BE NOTED ON THE SPONSORSHIP INVOICE** to receive the discount:

\*\*\$20 off Full Page Personal Sponsorships, discounted cost \$130.00  
\*\*\$10 off 1/2 Page Personal Sponsorships, discounted cost \$65.00

\*\*\$5 off 1/4 Page Personal Sponsorships, discounted cost \$35.00  
\*\*\$5 off 1/8 Page Personal Sponsorships, discounted cost \$25.00

Please check of the discount box on your sponsorship invoices to take advantage of deduction. This is a member-only discount and does not apply to sponsorships from your own business or your relatives' sponsorships. There are no discounts for Mini-Sponsorships (1/16 page), Junior Club Skaters Personal Sponsorships, Novelty "Skate" Sponsorships, or Boosters. *Note: Small sponsorships add up proportionately to more revenue per page.*

## DIRECTIONS FOR SELLING AND SUBMITTING

A separate invoice should be filled out for each sponsor, with the exception of the Boosters, for which it is OK to submit a list. Fill out each invoice clearly and legibly, making sure to include your PRINTED name so that you will receive credit for the sale. The top portion stays with the sponsor for their reference. Please indicate payment received. The bottom portion should be attached to your sponsorship and submitted in your personalized envelope. Emailed sponsorships must still have corresponding invoices and payments submitted to the NSSC office in Reading before it can be processed. The check or money is to be collected at the time of sale, attached to the invoice, and submitted in your envelope. Checks should be made payable to the North Shore Skating Club. All sponsorship invoices and money with a copy of the

artwork that was electronically sent (or original artwork if not sent electronically) should be submitted to the NSSC Club office in Reading which is at the rear of the rink, up the stairs. If no one is in the office, please slide the entire envelope under the office door. Please do not leave any sponsorships in the club room. If a sponsor insists on mailing a check directly to the skating club, please give them a pre-addressed envelope to: North Shore Skating Club, c/o Show Sponsorships, 51 Symonds Way, Reading, MA 01867. An invoice dated and turned in before the deadline, but without money, cannot be guaranteed credit or even placement in the program book. Please be cautious of deadlines and urge sponsors to submit a check or money on time.

### Please Submit Your Invoices and Sponsorships As Soon As You Receive Them

Sponsorships can be sold and submitted early. Please don't wait until the last minute!

Your personalized envelope will be emptied and returned to your mailbox in the NSSC club room at the Reading Rink for re-use for additional sponsorship sales. This system will allow the layout crew to

get working on the program book right away. Additional invoices can be picked up in the NSSC club room in Reading. Please take only what you think you'll need.

### How to Submit Sponsorships

We are asking that if possible, please have sponsors submit all sponsorships via email to [nssc.shows@nsskating.org](mailto:nssc.shows@nsskating.org).

ACCEPTABLE FILES: PDF with 100% fonts embedded, TIF, EPS or JPG at high-resolution/300 dpi.

If a sponsorship is created in Microsoft Word, it needs to be saved as a PDF before submitting.

Sponsorships can be in color or black and white. Book will print in color.

If the sponsor would prefer to submit a hard copy of the artwork, please attach any typed copy or artwork (business card, letterhead, etc.) supplied by the sponsor to the invoice (club copy) along with the money from the sponsor. Please do not use staples to attach. Make sure the attached sponsorships are the correct size and camera ready. This means that they will be scanned exactly as you have turned them in.

***If the quality of the sponsorship submitted is not satisfactory, we reserve the right to make changes necessary to improve the quality of the copy, and to comply with 591c7 guidelines.***

These sponsorships will not be processed, however, until we receive payment and a completed sponsorship invoice for the sponsorship. It is the responsibility of you, the NSSC member to physically submit to the NSSC club office, a listing of the sponsorship with the invoice and payment enclosed in your sponsorship envelope for all sponsorships including those that are emailed or mailed to the club office directly from the sponsor. Any work that needs to be done should be completed by the family receiving the credit. This year we would like to encourage as many sponsorships as possible. To that end, if you need to submit a sponsorship for us to typeset for you, please submit that sponsorship ASAP. If you submit your own handwritten sponsorship, be aware that we may typeset it at our discretion.

If you need assistance with your sponsorships, please contact Michelle Johnson (Email: [info@michellejohnson.biz](mailto:info@michellejohnson.biz). Phone: 781-290-7102) or Suzi Swezey (Phone: 781-944-5874; Email: [nsscjc@nsskating.org](mailto:nsscjc@nsskating.org)). If possible, sponsorships should be typed to look neater and more uniform. (Novelty "skate" sponsorships do not have to be typed.) *Note: Proofs, photocopies, the telephone book Yellow Pages, and newspaper copies do not work well.* Use letterheads, old sponsorships cut from magazines or other program books, calling cards, business cards, or new freelance creations using black on white. Use black ink only. Do not use pencil or blue or red ink. Please submit camera ready sponsorships if at all possible!

### Facts About The North Shore Skating Club:

Please know your facts about the club when approaching businesses to purchase sponsorships.

1. The North Shore Skating Club has been in existence since 1948 and has had organized year-round skating on the North Shore of Boston for 69 years as a US Figure Skating member club.
2. Membership in the club exceeds 500. Presently, we offer programs in freestyle, moves in the field, power, basic skills, Theater on Ice, off-ice training and in conjunction with Reading Recreation we also run the "Special Skates" Program for children with special needs. Our members range in age from four through adult.
3. In addition, we are known for our dedication to the continuation of providing a Learn-to- Skate Program open to all levels of skaters in the area. We are proud to incorporate our Junior Club in the Ice Spectacular Show!
4. We are producing our 66<sup>th</sup> Ice Spectacular. It is tradition on the North Shore. Generations have been involved as skaters and spectators.
5. We have ice time at the Burbank rink in Reading and Hockeytown in Saugus and a Learn-to- Skate Program in Reading. We have two nationally ranked Theatre on Ice Teams.
6. As our program book is quite impressive, it helps to show it to prospective sponsors. If possible, show them last year's book. We have some additional copies available on request.
7. More information about the NSSC and its programs can be obtained by viewing [www.nsskating.org](http://www.nsskating.org).

1/4 PAGE  
Size: 3.25"W x 4.5"H (VERTICAL)

BUSINESS SPONSORSHIP \$40.00

PERSONAL SPONSORSHIP \$40.00\*

\* Full Club Member Discount for Personal Sponsorships (*Junior Club Skaters are not eligible for a discount*): North Shore Skating Club members who purchase personal sponsorships (with no business or organization mentioned)  
\$5 off 1/4 Page Personal Sponsorships, discounted cost \$35.00

Write "Membership Discount Applies" on your sponsorship invoices to take advantage of deduction. This is a member-only discount and does not apply to sponsorships from your own business or your relatives' business sponsorships. There are no discounts for Mini-Sponsorships, Junior Club Skaters Personal Sponsorships, Novelty "Skate" Sponsorships, or Boosters. *Note: Small sponsorships add up proportionately to more revenue per page.*

1/8 PAGE  
Size: 3.25"W x 2"H  
(HORIZONTAL) or Business  
Card Size \$30.00\*

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\$5 off 1/8 Page Personal Sponsorships, discounted cost \$25.00

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1/16 PAGE (MINI SPONSORSHIP)  
Size: 3.25"W x 1"H (HORIZONTAL)

\$10.00

1/16 PAGE (MINI SPONSORSHIP)  
Size: 3.25"W x 1"H (HORIZONTAL)

\$10.00

1/2 PAGE  
Size: 7"W x 4.5"H (HORIZONTAL)

BUSINESS SPONSORSHIP \$75.00

PERSONAL SPONSORSHIP \$75.00\*

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FULL PAGE (*Interior Pages*)  
Size: 7"W x 9.3125"H (VERTICAL)

FULL PAGE SPONSORSHIP ON COVERS CAN BE 8.5" X 11" WITH FULL BLEED

BUSINESS SPONSORSHIP \$150

PERSONAL SPONSORSHIP \$150\*

\* Full Club Member Discount for Personal Sponsorships (*Junior Club Skaters are not eligible for a discount*):  
North Shore Skating Club members who purchase personal sponsorships (with no business or organization mentioned)  
\*\$20 off Full Page Personal Sponsorships, discounted cost \$130.00

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FULL PAGE (*Covers*)

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**INSIDE FRONT COVER OR INSIDE BACK COVER (RESERVED) \$200.00\***

**FRONT OR BACK INSIDE FLAP (RESERVED) \$175.00**

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