



2024 SPONSORSHIP PROGRAM



SPONSORSHIP OPPORTUNITIES



ABOUT THE MIDWEST SKI OTTERS

The Midwest Ski Otters Water Ski Team is a non-profit devoted to providing growth to the young & the young-at-heart through a positive learning environment of water skiing. We are dedicated to bringing the Twin Cities Metro Area the best in wholesome family entertainment.

- ❑ 501(c)(3) Non-profit
- ❑ All donations are tax deductible
- ❑ Providing free community entertainment since 1995
- ❑ Two time Midwest Regional Champs & multiple group awards, including current Doubles National Champs
- ❑ Team roster of 150+ people
- ❑ Perform 10+ home shows per season
- ❑ Largest junior development team program in the nation
- ❑ Over 1000 guests regularly watch our free weekly shows
- ❑ Over 264,000 people reached via Facebook posts June - September, 2023
- ❑ Thousands of souvenir programs distributed yearly
- ❑ Large economic & social impact to the local area
- ❑ 5 miles of rope per show
- ❑ 1,500+ gallons of gas used each season
- ❑ 2,080 combined hours of skiing, practice, shows and tournaments



SPONSORSHIP OPPORTUNITIES



WHY WE NEED YOU!

It's rare to find quality, free, family entertainment accessible within our communities! The Midwest Ski Otters strive to continue a 25+ year tradition delighting audiences of all ages...but doing so requires significant investment. We are a 100% volunteer organization. Our non-profit needs your support so we can:

- Upgrade motors & boat fleet to delight our audiences with bigger & better acts (Upgrading our triple rig alone has a price tag of over \$170K)
- Fuel our boats to keep our team moving across the water
- Expand our stadium seating with more bleachers to welcome additional guests
- Restore shoreline to protect one of Minnesota's most important resources: our Lakes
- Offer additional opportunities for youth across our community to learn-to-ski including adaptive ski sessions



SPONSORSHIP OPPORTUNITIES



PLATINUM PACKAGE

WE OFFER:

- Single bow logo on one of our boats
- Boat Side Sticker logo on another boat
- Large vinyl ski jump signage
- Audio Ads played over our sound system during our pre-show & intermission
- Facebook post identifying you as a Platinum sponsor (4 minimum)
- Dock banner (8' x 4') - all eyes on your logo as our acts take off
- Shore side banner displayed at each show (shore or bleacher back - 6' x 2')
- Full page color advertisement in souvenir program
- Day of event display area 10' x 10' for show sales (staffed by your team)
- Featured sponsorship naming on season's show theme t-shirt
- Premium website placement with Company Logo, Link & Phone Number



SPONSORSHIP OPPORTUNITIES



GOLD PACKAGE

WE OFFER:

- Boat Side Sticker logo on one of our boats
- Vinyl ski jump signage (small)
- Audio Ad played over our sound system during our pre-show & intermission
- Facebook post identifying you as a Gold sponsor (2 minimum)
- Dock banner (8' x 4') - all eyes on your logo as our acts take off
- Shore side banner displayed at each show (shore or bleacher back - 6' x 2')
- Half page color advertisement in souvenir program
- Featured sponsorship naming on season's show theme t-shirt
- Website placement with Company Logo, Link & Phone Number



SPONSORSHIP OPPORTUNITIES



SILVER PACKAGE

WE OFFER:

- Boat Side Sticker logo on single boat
- Audio Ad played over our sound system during our pre-show
- Facebook post identifying you as a Silver sponsor (minimum)
- Shore side banner displayed at each show (shore or bleacher back - 6' x 2')
- Quarter page color advertisement in souvenir program
- Silver level sponsorship naming on season's show theme t-shirt
- Website placement with Link & Phone Number (upgrade to have logo included!)



SPONSORSHIP OPPORTUNITIES



BRONZE PACKAGE

WE OFFER:

- Shore side banner displayed at each show (shore or bleacher back - 6' x 2')
- Business card size color advertisement in souvenir program
- Website placement with Link & Phone Number (upgrade to include Logo!)
- Facebook post identifying you as a Bronze sponsor (minimum)
- Bronze level sponsorship naming on season's show theme t-shirt



SPONSORSHIP OPPORTUNITIES



A LA CARTE BANNER

WE OFFER:

- Front of Jump Banner
 - Approximately 14' x 5'
 - Premium spot for a single sponsor - stand out during each show
- Dock Banner
 - Approximately 8' x 4'
 - Prominent dock placement at each show
- Shore Banner
 - Approximately 6' x 2'
 - Hung along shore during shows
- Bleacher Banner
 - Approximately 6' x 2'
 - Hung on the backside of our center-stage bleacher seating
- Provide the logo for the appropriate dimensions and we'll print
- Have a banner already printed? We'd be delighted to hang yours - any size!
(size may impact placement)



SPONSORSHIP OPPORTUNITIES



WATER SKI SHOW FOR HIRE OUR SITE OR YOURS

WE OFFER:

- Waterski pyramids, jumping antics, beautiful ballet water ski dance and much more to an orchestrated family friendly theme
- Don't want to cook for your event? We cater with our fantastic stadium fair. It tastes great and it's easy!
- Limited offerings so book early!



SPONSORSHIP OPPORTUNITIES



LEARN TO SKI DAY OUR SITE OR YOURS

WE OFFER:

- 4 hour learn to ski event (recommended 4 attendees)
- T-shirts for attendees with your logo
- Skilled instruction
- Fun on the water!
- Complimentary front row reserved seats for 4 at one of our shows

Perfect team building event!
Great activity for friends or family!



2024 Sponsorship Packages

	Bronze	Silver	Gold	Platinum
Pkg Cost	\$500	\$1000	\$2000	\$3000
Compare to a la carte pricing	\$550+	\$1450+	\$3050+	\$4800+
Program Book				
Business Card Ad	x			
Quarter Page Ad		x		
Half Page Ad			x	
Full Page Ad				x
Online Marketing				
Link & Phone on Website	x	x	x	x
Company Logo on Website			x	x
Facebook Post (min.)	1	1	2	4
In-Show Marketing				
Shore/Bleacher Banner (6'x2')	x	x	x	x
Dock Banner (8'x4')			x	x
2 Audio Ads (Pre- & Intermission)		Pre-show Only	x	x
Product Display Area				x
Ski Jump Signage				
Small Show Side Vinyl (30" x 24")			x	
Large Show Side Vinyl (48" x 36")				x
Boat Tagging				
Boat Side Sticker (24" x 18")		x	x	x
Bow Logo				x
At-Show Perks				
Reserved Prime Seating				x
Sponsor listing on theme t-shirt	x	x	x	x

For limited quantity spaces, first sponsor(s) paid will receive placement; arrangements will be made for subsequent sponsors
 Sizes listed are approximate

Sponsorship monies must be received by April 1, 2024. This ensures adequate lead time for Midwest Ski Otters to order & receive marketing materials needed to fulfill portions of some packages. Late payment may result in delay or forfeiture of deliverables.



2024 A La Carte Marketing Offerings

sponsorships@skiotter.com
 Scott @ 651.274.3342
 Kim @ 651.775.7948

Explode your marketing messaging off of the printed page by taking advantage of our a la carte marketing opportunities. Your radio (audio) ad will be heard loud & clear



when we play it twice per show throughout the season. Highlight your business as our skiers soar over your signage on our jump ramp. Bling our boats with your branding & travel with us to tournament. Others are certain to take notice of the amazing support from your business!

	Price
Ski Jump	
Front Curtain Banner (approx. 168" x 60")	\$1000
Large Side Vinyl (approx. 48" x 36")	\$800
Small Side Vinyl (approx 30" x 24")	\$550
Showtime Specials	
Two Radio Ads every show (Pre-show & intermission)	\$600
Dock Banner (approx. 8' x 4')	\$600
Shore/Bleacher Banner (approx. 6' x 2')	\$450

	Price
Boats	
Boat Side Sticker (approx. 24" x 18")	\$500
Bow Logo	\$850
Two Bows	\$1,200
	\$4,000 - yr 1
Wrap a Boat	\$1,000 - yr 2
	\$1,000 - yr 3

Minimize Effort; Maximize Impact

We will buy the marketing materials when you purchase one of these a la carte items. Already have a banner you'd prefer we use? We'll happily take yours and put it to good use!



PLEASE NOTE: Many of these a la carte items are also available in our sponsorship packages and may only have one physical location that can be sold.



2024 Souvenir Program Advertisement

sponsorships@skiotter.com

Scott @ 651.274.3342

Kim @ 651.775.7948

Our souvenir programs are handed out complementary to audience members at our FREE ski shows. Full color ads put your business in front of hundreds of people every week in a take-home format! Premium ad location available in our packages.

	Price
Program Size/Placement	
Business Card Ad	\$100
Quarter Page Ad	\$200
Half Page Ad	\$350
Full Page Ad	\$500
Double Page Ad	\$900
Outside Back Cover Ad	\$1000
Friends & Family Fan Club*	
Quarter Page	\$150
Half Page	\$300
Full Page	\$400

*These ads must include a Ski Otter Team or individual photo.

Boost your IMPACT with an A La Carte add-on!

All monies & ad content must be received by April 1, 2024.





2024 Order Form & Advertising Agreement

sponsorships@skiotter.com

Scott @ 651.274.3342

Kim @ 651.775.7948

Mail form and payment to: Midwest Ski Otters
P.O. Box 10693, White Bear Lake, MN 55110

Today's Date: _____ / _____ / _____

Business Name: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Phone: _____

Mailing Address: _____ Website _____

(city, state, zip)

Social Media Sites

Sponsorship Packages

- | | | | |
|------------------------------------------|-------------------------------------------|-----------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Bronze
\$500 | <input type="checkbox"/> Silver
\$1000 | <input type="checkbox"/> Gold
\$2000 | <input type="checkbox"/> Platinum
\$3000 |
|------------------------------------------|-------------------------------------------|-----------------------------------------|---------------------------------------------|

Sponsorship monies & logos must be received by April 1, 2024. This ensures lead time for the Midwest Ski Otters to order and receive marketing materials needed to fulfill some sponsorship packages. Late payment may result in delay or forfeiture of deliverables. Logos, ad content (.jpeg or .png) & other relevant content & links should be sent to sponsorships@skiotter.com

A La Carte Advertising

Program Book Ads (full color)

- | | |
|-------------------------------------------------|--------|
| <input type="checkbox"/> Business Card | \$100 |
| <input type="checkbox"/> Quarter Page | \$200 |
| <input type="checkbox"/> Half Page | \$350 |
| <input type="checkbox"/> Full Page | \$500 |
| <input type="checkbox"/> Double Page | \$900 |
| <input type="checkbox"/> Back Cover | \$1000 |
| <input type="checkbox"/> Fan Club: Quarter Page | \$150 |
| <input type="checkbox"/> Fan Club: Half Page | \$300 |
| <input type="checkbox"/> Fan Club: Full Page | \$400 |

Ski Jump

- | | |
|-------------------------------------------------------|---------|
| <input type="checkbox"/> Front Banner (14' x 5') | \$1,000 |
| <input type="checkbox"/> Large Side Vinyl (48" x 36") | \$800 |
| <input type="checkbox"/> Small Side Vinyl (30" x 24") | \$550 |

Boats

- | | |
|--------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Boat Side Sticker | \$500 |
| <input type="checkbox"/> Bow Logo | \$850 |
| <input type="checkbox"/> Two Bows | \$1,200 |
| <input type="checkbox"/> Wrap a Boat | \$4,000 - yr 1
\$1,000 - yr 2
\$1,000 - yr 3 |

Showtime Specials

- | | |
|----------------------------------------------------------|-------|
| <input type="checkbox"/> 2 Audio Ads/show | \$600 |
| <input type="checkbox"/> Dock Banner (8' x 4') | \$600 |
| <input type="checkbox"/> Shore/Bleacher Banner (6' x 2') | \$450 |

Thanks for your support!

Midwest Ski Otters is a 501(c)(3) organization. Contributions to Midwest Ski Otters are tax-deductible to the extent permitted by law. Federal Tax Identification Number 41-1804640