

MASSACHUSETTS AMATEUR SPORTS FOUNDATION

SPONSORSHIP LEVELS AND BENEFITS

The Massachusetts Amateur Sports Foundation offers a wide range of sponsorship opportunities beginning at a \$500 investment and ranging upwards of \$50,000. These sponsorships include single events/programs or a year-long campaign of opportunities. Actual benefits included in a sponsorship depend on the number of programs, the sponsorship level and the dollar amount. The information below includes an overview of benefit opportunities available to corporate partners through the Bay State Summer and Winter Games, as well as special events and programs conducted by the organization such as the Kids Fitness Challenge, High School Spirit program and Future Leaders Scholarship. A listing of in-kind opportunities is also noted. This information is intended to give a general overview of the opportunities available. We look forward to working with interested parties to develop a specific package that meets all goals and expectations.

SUMMER & WINTER GAMES SPONSORSHIPS

	GOLD (\$15,000+)	SILVER (\$5,000-\$15,000)	BRONZE (\$500-\$5,000)
SUMMER GAMES			
Logo on T-Shirt (dist. 10,000)	xxx	xxx	
Entry Publication Ad (dist. 40,000)	xxx	xxx	
Entry Publication Logo(dist. 40,000)	xxx		xxx
Final Program Ad (dist. 5,000)	xxx	xxx	
Final Program Logo (dist. 5,000)	xxx		xxx
Finalist Packet Ad (dist. 5,000)	xxx		
Finalist Packet Logo (dist. 5,000)	xxx	xxx	xxx
Summer Games Poster (dist. 4,000)	xxx	xxx	
Registration Post Card (dist. 80,000)	xxx	xxx	
Sport Venue Banners	xxx	xxx	xxx
Sport Venue Sampling	xxx	xxx	xxx
Coupon distribution	xxx	xxx	xxx
WINTER GAMES			
Logo on T-shirts (dist. 1,500)	xxx	xxx	
Final Program Ad (dist. 22,500)	xxx	xxx	xxx
Final Program Logo (dist. 22,500)	xxx	xxx	
Finalist Packet Ad (dist. 800)	xxx	xxx	xxx
Finalist Packet Logo (dist. 500)	xxx		
Entry Postcard Logo (dist. 10,000)	xxx		
Banners at Venues	xxx	xxx	xxx
Sport Venue Sampling	xxx	xxx	xxx
Coupon distribution	xxx	xxx	xxx
Sponsor location for athlete pick up	xxx	xxx	
WEBSITE (500,000 hits annually)			
Home Page logo link	xxx		
Summer & Winter Banner Pages	xxx	xxx	
Individuals Sport Page logo link	xxx	xxx	xxx
Company logo in sponsor section	xxx	xxx	xxx
MEDIA			
Gatehouse news ad logo (1.8 million)	xxx	xxx	
Boston Herald news ad logo (1.6 million)	xxx		
Tags on Winter Games Radio Ads	xxx	xxx	
Winter News Ad Logo (dist. 50,000)	xxx	xxx	xxx

EDUCATION / HEALTH PROGRAMS AND SPECIAL EVENT SPONSORSHIPS

In addition to Summer and Winter Games sponsorships, the Massachusetts Amateur Sports Foundation conducts numerous educational and health-related programs, as well as special events around the Summer and Winter Games. Several of these events are available for title sponsorship and create a wealth of exposure opportunities for corporate partners. Special event or program sponsors range from an investment of \$1,500 to over \$15,000 depending on the program selected. An example of programs or events available to potential corporate supporters include:

KIDS FITNESS PROGRAM
- Title Sponsorship
- Logo link on program website
- Logo on program materials (10,000)
- Logo on program press releases
- Sponsor award presentation
FUTURE LEADERS SCHOLARSHIP
- Title Sponsorship
- Logo link on program web page
- Logo link on application materials
- Logo on program press releases
- Sponsor Award Presentation
HIGH SCHOOL SPIRIT PROGRAM
- Title Sponsorship
- Logo link on program web page
- Logo on program materials
- Logo on program press releases
- Sponsor Award Presentation
EVENT TITLE SPONSORSHIP
- Summer Games Volunteer Reception
- Winter Games Skate Show
- Winter Games VIP Reception
- Winter Games VIP Reception
- Bay State Games Hall of Fame
- Winter Games Berkshire Hero Award

IN-KIND SPONSORSHIPS

In addition to cash sponsorships, the Massachusetts Amateur Sports Foundation relies on national and Massachusetts-based companies as service or product providers. This gives companies the opportunity to showcase their products or services to participants, volunteers, spectators and family members. The value of these in-kind contributions is used to determine the level of sponsorship and promotional opportunities that will be provided. MASF in-kind needs include:

Media Partners: TV, Radio, Newsprint

Technology Providers

Medical Supplies Sponsor

Web Partner

Printing Partner

Communications Provider

Transportation Partner

Sports Equipment Providers

Copier & Facsimile Provider

Lodging Partners

Hospitality Partner

Office Supplies Provider

Volunteer Food Provider

Water Provider

Sports Drink Provider

Soda Provider

Storage Unit Provider

Sports Apparel Providers