



STRATEGIC SPONSORSHIPS

# Great Northwest

Community Improvement Association Inc.



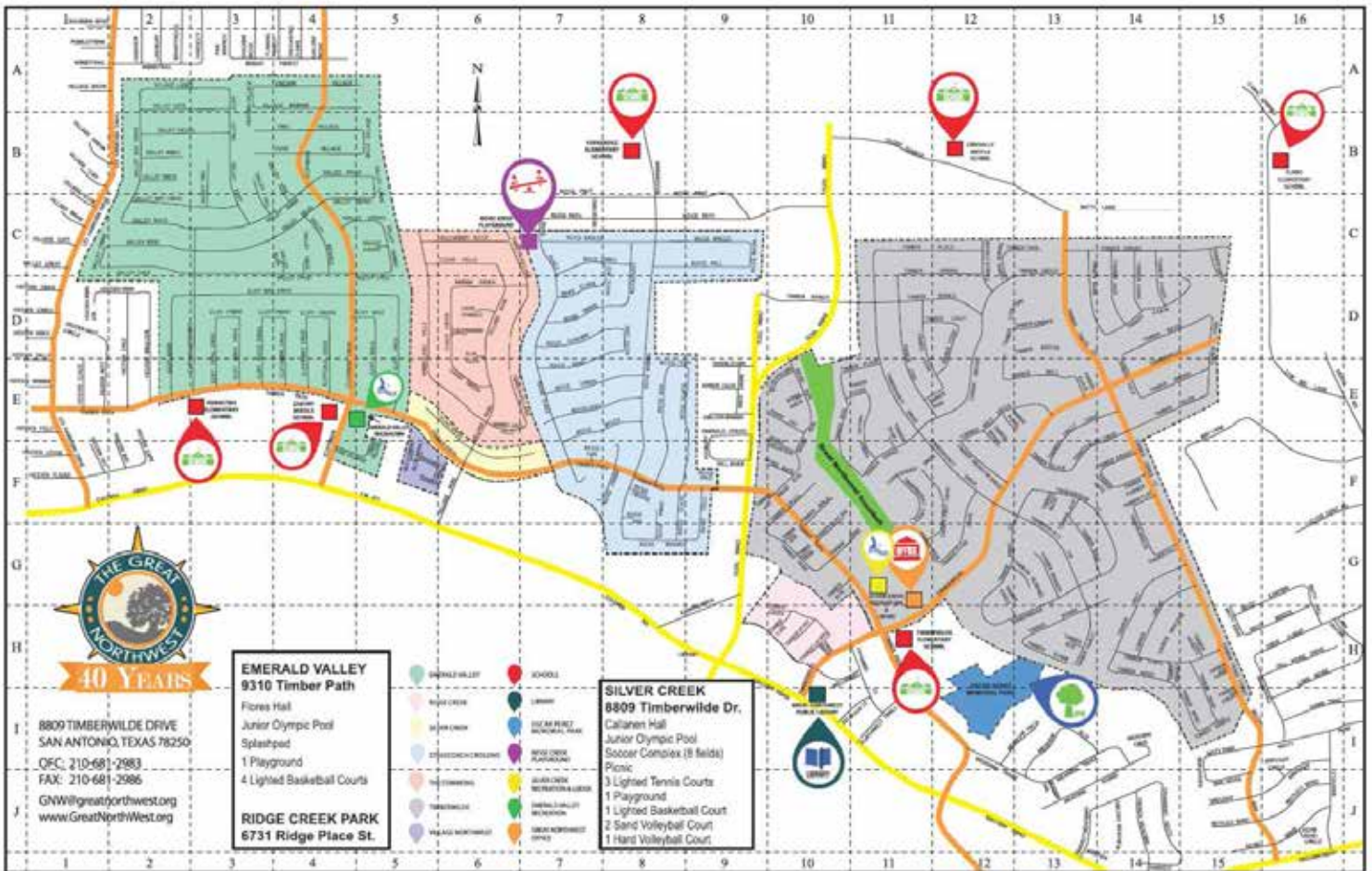


# ABOUT THE GREAT NORTHWEST

Great Northwest is an award winning community, established in 1976. Composed of 7 subdivisions with 5,000 homes and 17,000 residents, GNW has a successful history of connecting residents with satisfying and wholesome events throughout each year including: 25 lifestyle events, organized sports teams such as youth soccer, youth swim, and youth basketball. GNW is proud to have an evergrowing volunteer program , that happens to go hand in hand with these lifestyle events and sports.

Great Northwest stays connected via a community website, Facebook, Instagram, weekly E-newsletter, and a pirinted paper to keep all our residents up to date and involved. Our deed restrictions department serves 130 home improvement applications and over \$2 million.

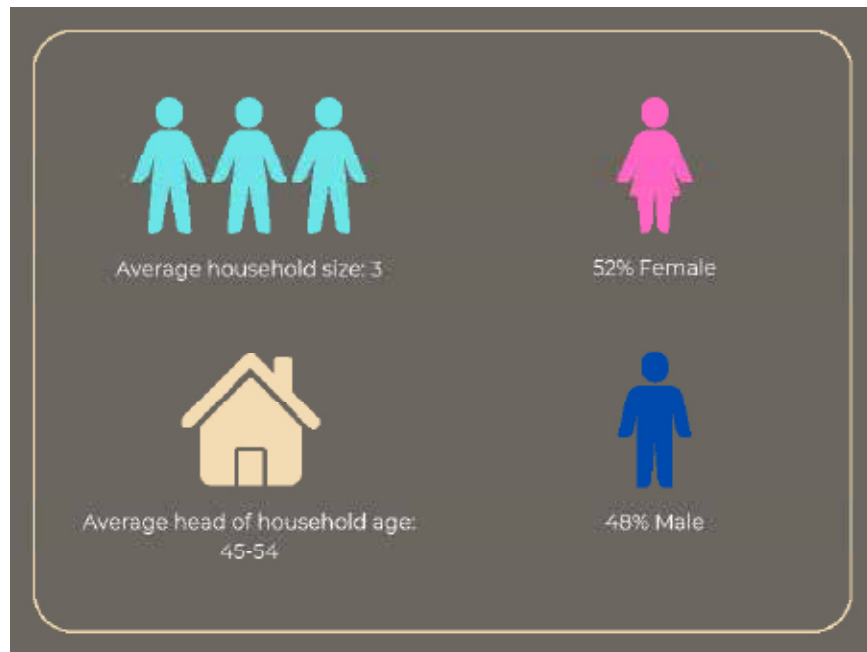
Average household income in GNW is \$73,957 while average home value is \$260K. Average age of residents is 34 for females and 31 for men. Average event attendance is between 200 - 500 with approximately 52% being female and 48% male. 52% of Great Northwest’s population is bilingual the main languages being English and Spanish.



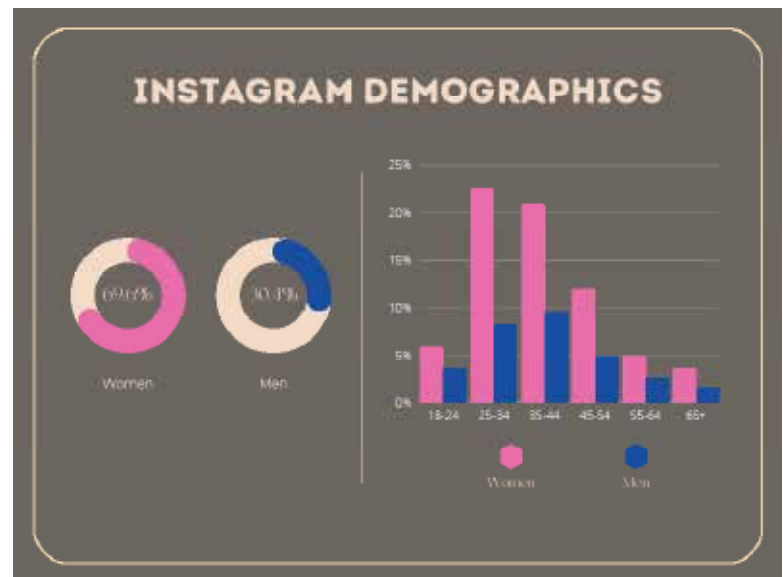
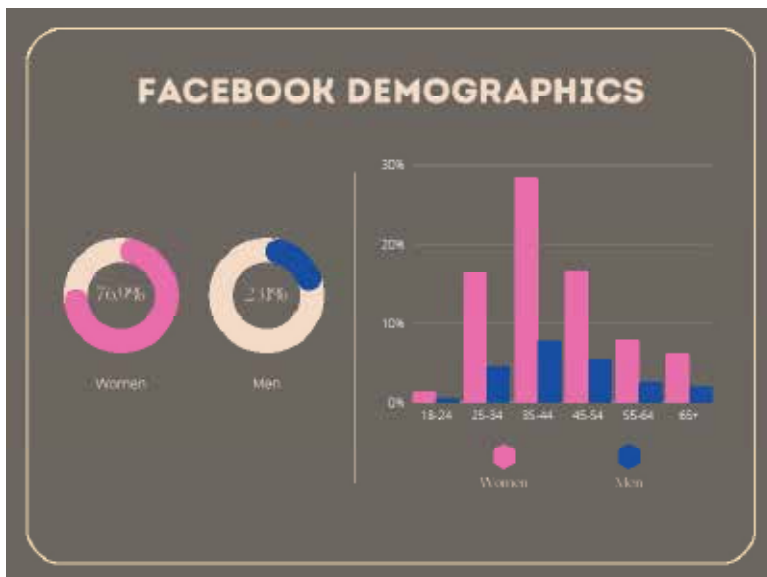


# GREAT NORTHWEST DEMOGRAPHICS

## Demographics



## Social Media Demographics





## GREAT NORTHWEST EVENT ATTENDANCE

Event	Month	Attendance
Polar Bear Plunge	January	200
Family Valentine's Day Dance	February	150
Spring Community Yard Sale	February	300
Dial-A-Trailer	March	100
*Easter Egg Hunt	April	1,500
Memorial Day BBQ Pool Party	May	300
Dive-In Movie	Summer x5	250
Independence Day Parade & BBQ	July	300
Labor Day BBQ Pool Party	September	200
Dial-A-Trailer	September/October	100
*Car Show	October	750
*Trunk Or Treat	October	2,000
Veteran's Day Ceremony	November	150
*Winter Wonderland	December	1,000
Activity	Months	Attendance
Soccer	Dec.-April / June-Oct.	500/game
Swim	April-June	300/meet
Pool	May-August	115/day

*\*Premium events*



# REGULAR EVENT STRATEGIC SPONSORSHIP

## Step 1: Choose a Package

Choose a Package	Price	Logo on website event page (1 year)	Social media shoutout on event posts (min 1/week)	Company Logo on event flyers	Attend Event & Display Company Marketing Materials	Company Logo on back of Polar Bear Plunge shirt (2 colors max)
A La Carte <input type="checkbox"/>		-	-	-	-	40% of shirt cost
Diamond <input type="checkbox"/>	\$200.00 + 25% of shirt cost	X	X	X	X	X
Platinum <input type="checkbox"/>	\$200.00	X	X	X	X	
Gold <input type="checkbox"/>	\$150.00	X	X	X		
Silver <input type="checkbox"/>	\$100.00	X	X			
Bronze <input type="checkbox"/>	\$50.00	X				

## Step 2: Pick Event

- |  |   |
|--|---|
| <input type="checkbox"/> Polar Bear Plunge (January)             | <input type="checkbox"/> Dive-In Movie (Summer x5)            |
| <input type="checkbox"/> Family Valentine's Day Dance (February) | <input type="checkbox"/> Independence Day Parade & BBQ (July) |
| <input type="checkbox"/> Spring Community Yard Sale (February)   | <input type="checkbox"/> Labor Day BBQ Pool Party (September) |
| <input type="checkbox"/> Memorial Day BBQ Pool Party (May)       | <input type="checkbox"/> Veteran's Day Ceremony (November)    |

Int. \_\_\_\_\_



# PREMIER EVENT STRATEGIC SPONSORSHIP

## Step 1: Choose a Package

Choose a Package	Price	Logo on website event page (1 year)	Logo on event banner	Social media shoutout on event posts (min 1/week)	Company Logo on event flyers	Attend Event & Display Company Marketing Materials
Diamond <input type="checkbox"/>	\$300.00	X	X	X	X	X
Platinum <input type="checkbox"/>	\$200.00	X	X	X	X	
Gold <input type="checkbox"/>	\$150.00	X	X	X		
Silver <input type="checkbox"/>	\$100.00	X	X			
Bronze <input type="checkbox"/>	\$50.00	X				

## Step 2: Pick Event

- Easter Egg Hunt (April)
- GNW Car Show (October)
- Trunk or Treat (October)
- Winter Wonderland (December)

Int. \_\_\_\_\_



# YOUTH SOCCER STRATEGIC SPONSORSHIP

## Step 1: Choose a Package

Choose a Package	Price	Logo on soccer webpage	Company banner on fence (4'x6' max)	Email advertisement to participants/ social media post (bi-weekly)	Company Logo on all soccer league material	Attend selected game, practice, parent night, or party to market	Company logo on back of player jerseys (2 colors max)	Company logo on front of player, coaches, and parent jerseys (2 colors max)
A La Carte		-	\$100/month <input type="checkbox"/>	\$50/month <input type="checkbox"/>	-	\$110/visit <input type="checkbox"/>	70% of jersey cost <input type="checkbox"/>	100% of jersey cost <input type="checkbox"/>
Diamond Plus <input type="checkbox"/>	\$2,000.00 + \$100/visit + 90% of jersey cost	X	X	X	X	X		X
Diamond <input type="checkbox"/>	\$2,000.00 + \$100/visit + 50% of jersey cost	X	X	X	X	X	X	
Platinum Plus <input type="checkbox"/>	\$2,000.00 + \$100/visit	X	X	X	X	X		
Platinum <input type="checkbox"/>	\$2,000.00	X	X	X	X			
Gold <input type="checkbox"/>	\$1,200.00	X	X	X				
Silver <input type="checkbox"/>	\$800.00	X	X					
Bronze <input type="checkbox"/>	\$400.00	X						

## Step 2: Pick Season

Spring Season (December-April)

Fall Season (June-October)

Int. \_\_\_\_\_



# YOUTH SWIM TEAM STRATEGIC SPONSORSHIP

## Step 1: Choose a Package

Choose a Package	Price	Logo on swim webpage (1 year)	Company banner on fence (4'x6' max)	Email advertisement to participants/ social media post (bi-weekly)	Company Logo on all swim team material	Attend selected home meet, practice, parent night, or party to market	Company logo on back of team shirts (2 colors max)	Large company logo on back of team shirts (2 colors max)
A La Carte		-	\$100/month <input type="checkbox"/>	\$50/month <input type="checkbox"/>	-	\$110/visit <input type="checkbox"/>	30% of shirt cost <input type="checkbox"/>	60% of shirt cost <input type="checkbox"/>
Diamond Plus <input type="checkbox"/>	\$2,000.00 + \$100/visit + 50% of shirt cost	X	X	X	X	X		X
Diamond <input type="checkbox"/>	\$2,000.00 + \$100/visit + 20% of shirt cost	X	X	X	X	X	X	
Platinum Plus <input type="checkbox"/>	\$2,000.00 + \$100/visit	X	X	X	X	X		
Platinum <input type="checkbox"/>	\$2,000.00	X	X	X	X			
Gold <input type="checkbox"/>	\$1,200.00	X	X	X				
Silver <input type="checkbox"/>	\$800.00	X	X					
Bronze <input type="checkbox"/>	\$400.00	X						

## Step 2: Pick Season

- Pool Season (May-August)
- Swim Season (April-June)
- Emerald Valley Pool (banner & visits only)
- Silver Creek Pool

Int. \_\_\_\_\_





# STRATEGIC SPONSORSHIP AGREEMENT

## Company Information

COMPANY: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_

ALTERNATE PHONE ( \_\_\_\_\_ ) \_\_\_\_\_ EMAIL: \_\_\_\_\_

## Terms of Agreement

- It is agreed that at the time of renegotiation \_\_\_\_\_, Great Northwest will automatically invite the sponsor to renegotiate the agreement.
- The sponsorship will be for the period of \_\_\_\_\_.
- Digital media/logos must be turned in minimum 10 business days before event to be guaranteed a spot on the event flyer/ banner.
- The Great Northwest disclaims any responsibility for lost, stolen, or damaged property while on our premises.
- If the parties cannot fulfill contract, the agreement may be terminated in the following manner:
  - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement in writing immediately.
  - b) If the breach cannot be rectified, the non-breaching party may terminate the Agreement in writing immediately.
- Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
- Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
- The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
- The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

## Payment Information

Amount Due: \_\_\_\_\_ Amount Paid: \_\_\_\_\_ Date: \_\_\_\_\_

Monthly Payment of: \_\_\_\_\_ For \_\_\_\_\_ Months

Due Dates: \_\_\_\_\_ Total amount due on or before: \_\_\_\_\_

GNW Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## ADVERTISING PACKAGES

### Advertising Packages

Choose a Package	Price	AD Size	Printed Passage Issues	Digital Passage Issues	E-Newsletter Weekly Issues
<input type="checkbox"/> DIAMOND 1	\$320	1/4 page	1	2	12
<input type="checkbox"/> DIAMOND 2	\$290	1/8 page	1	2	12
<input type="checkbox"/> PLATINUM 1	\$240	1/4 page	1		12
<input type="checkbox"/> PLATINUM 2	\$230	1/8 page	1		12
<input type="checkbox"/> GOLD 1	\$220	1/4 page		1	12
<input type="checkbox"/> GOLD 2	\$210	1/8 page		1	12
<input type="checkbox"/> SILVER 1	\$200				12
<input type="checkbox"/> SILVER 2	\$150				8
<input type="checkbox"/> BRONZE 1	\$120	1/4 page	1		2
<input type="checkbox"/> BRONZE 2	\$90	1/8 page	1		2
<input type="checkbox"/> E-NEWSLETTER	\$80				4
<input type="checkbox"/> PRINTED PASSAGES 1	\$60	1/4 page	1		
<input type="checkbox"/> PRINTED PASSAGES 2	\$50	1/8 page	1		
<input type="checkbox"/> DIGITAL PASSAGES 1	\$40	1/4 page		1	
<input type="checkbox"/> DIGITAL PASSAGES 2	\$30	1/8 page		1	



## ADVERTISING AGREEMENT

### Advertising Terms

- All ads must be submitted in one of the following formats including: PDF, JPG, PNG, AI. (Note: business cards given in person can be scanned, but the Great Northwest will not guarantee high resolution.)
- The ADVERTISER shall be solely responsible for the content of their ad and any website linked and it is their obligation to submit text and images that conform to advertising criteria.
- All requests for advertisement are accepted on a first-come basis with payment due in full prior to insertion.
- The Great Northwest reserves the right to reject, remove, and/or cancel any ads that contain content that violates community standards and may alter the content at any time.
- An ad intended for online use should be sent in the size 4 inches x 5 inches (length x height)
- An ad intended for quarter-size print use should be sent in the size 3.8 inches x 5.3 inches (length x height)
- An ad intended for eighth-size print use should be sent in the size 3.8 inches x 2.6 inches (length x height)
- The weekly e-newsletter reaches over 3,000 emails every week and has an open rate of over 50%.
- We print over 500 copies of the quarterly printed Passages
- If you have any questions please call (210) 681-2983 ext. 109 or email [communicate@greatnorthwest.org](mailto:communicate@greatnorthwest.org)

### Online AD Agreement

- For more information and to proceed on the Advertising Agreement, scan the QR code or visit <https://gnw.pub/adagreement>

