



The Event

A unique event centered around wakeboarding in the middle of downtown grand rapids, promoting water sports and interactive summer themed activities in a party oasis setting

Location

The B.O.B.
20 Monroe Ave NW
Grand Rapids, MI 49503
616.356.2000

Dates

July 16 & July 17, 2011

Target Market

Advanced riders recruited to put on demonstrations throughout the weekend. Viewers of all ages targeting mid-teens to mid 40s, reaching from many parts of the west Michigan area and beyond. This event appeals to sun-lovers in a casual and fun environment to watch many talented wakeboarders (locally and nationally) perform stunts in a friendly head-to-head competition.

Vertical Markets

Water Skiing, Snowboarding, BMX/Biking, Skateboarding, Rollerblading, Travel, Hospitality, Apparel, Extreme/Power Sports

Sponsor Objective

Bringing a creative summer oasis to the middle of downtown Grand Rapids – an event that debuted in 2009, and has large demand. This is an excellent marketing vehicle for a sponsor targeting a mass, consumer based audience with buying power. Sponsor involvement builds brand awareness, helps you promote goodwill and public relations, gives you the opportunity to create unique marketing campaigns, and develops positive community and employee relations, ultimately driving more traffic into your local establishment or building your brand.



Sponsorships & Vendor Participation

Sponsorship Benefits:

- Recognition as sponsor throughout event space with product or signage (provided by vendor)
- Inclusion on all printed materials
- Literature distribution to be handed out at the event (provided by the sponsor)
- Company logo & profile in printed wake wars guide/agenda on promotional websites
- Company recognition on thebob.com/wakewars until Wake Wars 2012
- VIP Deck space available to entertain clients & friends (*additional fees may*)
- Exclusive brand sales (based on your sponsorship level)
- Company inclusion in email blasts to our exclusive Gilmore Collection email database (over 52,000 opt-in contacts)
- In-house marketing at The B.O.B. including, but not limited to, animated logos in rotation on multiple 42" plasma screens, 11x17" posters, and jumbo LED billboard ads 4 weeks prior to the event

The B.O.B. Provides:

- Inclusion in a \$30,000 media package
- Professional graphic design services with production of all print material including but not limited to flyers, 11x17" posters, and foam core mounted signage for on premise use
- Professional website design services to create a custom website to promote the event and its sponsors
- Turn-key production of the event in conjunction with *Action Water Sports, Step Up Productions and Adrenaline Games Alliance*. Event production includes filling the pools, constructing features such as rails/kickers, staffing the event with crew for set-up, tear down, clean up, security, service, and maintenance if needed
- Coordination with city to use water services via hydrant and pay fees or permits associated with use of city water
- Event permit applications including licensing, tent permits, electrical permits, mechanical permits, and inspections completed by city officials such as fire marshal, electrical and mechanical inspectors
- Decking to be used for VIP services including railings and weight ratings to be sufficient for guests to occupy the area as spectators
- Features to draw guests to the event including games and entertainment
- PA equipment sufficient to fill the event space
- Large tents or canopies to be used for food/beverage service and to provide shade or cover from the elements
- Knowledgeable sales staff to serve cocktails to guests at the event over the age of 21
- Marketing for your company brand before, during and after the event by wearing branded gear with logos supplied and designated by sponsors

Sponsorship Opportunities

Naming Sponsorship: \$30,000

- Naming rights for the entire event and first right of refusal for a 2012 event
- Recognition as the Naming Sponsor throughout event space with product or signage
- Name/logo inclusion on all printed material and marketing collateral
- Company recognition on Wake Wars home page through 2012 event
- Posting of company logo hyperlinked to sponsor website on thebob.com/wakewars
- Major inclusion on social media pushes via Facebook and Twitter
- In house marketing at The B.O.B. including, but not limited to, animated logos in rotation on multiple 42" plasma screens, 11x17" posters, and jumbo LED billboard ads 4 weeks prior to the event
- Literature distribution to be handed out with registration packets (sponsor to provide)
- 10x10 booth (see parking lot layout)
- Company inclusion in all email blasts to our exclusive Gilmore Collection email database (52,000 opt-in contacts)

Media Sponsorship: \$2,500

- Generous advertising profile for the entire event and future advertising contracts signed
- Recognition as a Media Sponsor throughout event space with product or signage
- Name/logo inclusion on all printed material and marketing collateral
- Posting of company logo hyperlinked to sponsor website on thebob.com/wakewars
- Inclusion on social media pushes via Facebook and Twitter
- In house marketing at The B.O.B. including but not limited to animated logos in rotation on multiple 42" plasma screens, 11x17" posters, and jumbo LED billboard ads 4 weeks prior to the event
- Company inclusion in at least one email blast to our exclusive Gilmore Collection email database (52,000 opt-in contacts)

Vehicle/Boat Sponsorship: \$2,500

- Placement of your new vehicle(s) in our event site (quantity of vehicles dependent upon space available)
- Recognition as the Vehicle Sponsor throughout event space with product or signage
- Name/logo inclusion on all printed material and marketing collateral
- Posting of company logo hyperlinked to sponsor website on thebob.com/wakewars
- In house marketing at The B.O.B. including but not limited to animated logos in rotation on multiple 42" plasma screens, 11x17" posters, and jumbo LED billboard ads 4 weeks prior to the event

Vendor Tent/Booth: \$250

- 10' x 10' booth (see parking lot layout)
 - Upgrade to a 10' x 20' space for \$200
 - Inquire about adding a vehicle or other feature that would extend beyond this space
- Name/logo inclusion on all printed material and marketing collateral
- Posting of company logo hyperlinked to sponsor website on thebob.com/wakewars
- **Vendor must provide an EZ Up tent and all signage/banners, and is responsible for set-up and tear-down*

VIP Hospitality Deck

- Elevated hospitality deck with premier seating for the event and opportunity for VIP bottle service and amenities
- Contact Angela Shea at ashea@gilmorec.com

Additional Sponsorship Opportunities

Splash Pool Sponsor: \$1,000

Have your custom signage prominently displayed directly on the Splash Pool – the main landing pad and focus of the event! Sponsor provides banners.

T-shirt Sponsor: \$1,000

You can choose to have each wakeboard competitor receive a custom T-shirt to keep as a souvenir as well as The B.O.B. staff wear your T-shirt during Wake Wars, and you will receive booth space to sell your souvenir t-shirts at the event. *Artwork is supplied by The B.O.B. and the T-shirts are printed and sold by your company – you keep the revenue. A minimum of 100 complimentary t-shirts will be required.*

Lanyards: \$800

Everyone looks at the lanyards. Display your logo prominently to all riders, staff, volunteers, etc.

Banner Zone: \$800

Become the exclusive sponsor of the banner zone area that surrounds the entire Launch Pool. Banners will be prominently displayed throughout the weekend. Sponsor provides banners.

Information/Rider Sign-up Area: \$500

Become the exclusive sponsor of the entrance area. Banners and literature will be prominently displayed as guests arrive for the event. Sponsor provides banners and literature.

Advertise in the Wake Wars Program

4-Color ad in printed program (*advertisers supplies the creative*)

- Back Cover: \$400
- Inside Cover (2 available): \$300
- Full Page: \$200
- Half Page: \$150
- Quarter Page: \$100