

**2009 Wayne Homes
Chili Open**

Saturday, February 7, 2009

**Sponsorship Benefits
at a Glance**



Overview

The Wayne Homes Chili Open is one of Summit County's largest and most unique promotional venues. The event consists of a daylong golf outing and chili dinner at Hale Farm and Village in Bath, Ohio on Saturday, February 7, 2009. Drawing a crowd of 500+ attendees, the event has captured the attention of the greater Akron region every year since 1990. While the purpose of the Wayne Homes Chili Open is to raise operating funds for the Rotary Camp for Children with Special Needs and the Barrett Academy, the event is an ideal cause marketing opportunity for Summit County businesses.

The contents of this Sponsorship Benefits Guide explain the extensive exposure available to companies, foundations and individuals that choose to partner with the Wayne Homes Chili Open. Benefit packages have been designed to provide choices to fit any budget. However, anyone that is interested in creating their own package should discuss their needs with any Akron Rotarian or by calling Dan Reynolds at 330.644.4512 or danr@akronymca.org.



Sponsorship Packages

Corporate Partner Package

This prestigious package includes:

- Name inclusion in all interview, press releases, posters, ads etc.
- Logo inclusion in a full-page, color ad in the WHCO tabloid newspaper publication.
- Inclusion in all radio and TV advertising.
- Information distribution to all golfers.
- Pin Flag w/ Corporate Partner name.
- One free VIP golf foursome with preferred tee time and ten clubhouse passes.
- Category exclusivity and first right of refusal for Corporate Partner Package in 2010 WHCO.

Package Total - \$5,000

Premiere Partner Package

This aggressive package provides the maximum advertising impressions for a business and will include:

- Inclusion in a full color page ad in the WHCO tabloid newspaper publication.
- Hole Sponsorship.
- 1/2 Page ad in the WHCO tabloid newspaper publication.
- One campership. (One-week camp experience for a child with disabilities).
- Information distribution to all golfers.
- Inclusion in campership ad in the WHCO tabloid newspaper publication.
- Logo acknowledgment on Premier Partner banner.
- One golf foursome and ten clubhouse passes.
- Mention on the "Big Board" in the clubhouse.

Package Total - \$1,950

Caring Partner Package

This package is a good balance between exposure and giving to the cause. By reducing the advertising expenses, this package also includes a campership that will send one child to camp:

- One campership. (One-week camp experience for a child with disabilities).
- Inclusion in campership ad in the WHCO tabloid newspaper publication.
- 1/4 Page ad in the WHCO tabloid newspaper publication.
- One hole sponsorship.
- Information distribution to all golfers.
- Logo acknowledgment on Caring Partner banner.
- One golf foursome.
- Mention on the "Big Board" in the clubhouse.

Package Total - \$950

Campership Package

This package is focused on getting kids to camp. It is ideal for an individual or organization that wants to get kids with disabilities out to camp:

- One campership. (One week camp experience for a child with disabilities)
- Inclusion in campership ad in the WHCO tabloid newspaper publication.
- Mention on the "Big Board" in the clubhouse.
- Hole Sponsorship
- One golf foursome.

Package Total - \$500

Newspaper Advertising

The WHCO has partnered with Leader Publications and Record Publishing to deliver real media exposure to advertisers and sponsors. The West Side Leader, The Green Leader, Stow Sentry, Tallmadge Express, Cuyahoga Falls News-Press, Twinsburg Bulletin, Hudson Hub-Times, and News Leader have agreed to provide 600 column inches of advertising that will include mentions of all program sponsors. **Any interested business can purchase advertisements in this special edition tabloid according to the rate card listed below.** This publication will run in mid-January 2009. With an ABC certified circulation of 135,000 households, this tabloid size publication can offer advertisers *impressions as low as 27¢ CPM* (Cost Per Thousand). More than 1,000 additional copies will be distributed at the event.

Advertising Rate Card

Ad Size	Rate
1/8 Page	\$500
1/4 Page	\$800
1/2 Page	\$1000
Full Page	\$2,000
Full Color Back Cover	\$2,500
Full Color (Limited Availability)	Add 30%

Advertising Mechanical Requirements

All sponsorships that include an ad in the tabloid program should conform to the following:

1/8 page ad – 5"x4"

1/4 page ad – 5"x8"

1/2 page ad – 10.25"x8"

Full page ad – 10.25"x16"

Special Note: If purchasing color please use CMYK palette. Ads should be provided in EPS format with fonts in paths. All ads due by January 1, 2009.

Please e-mail or mail ads to: Kevin McGee Attn: WHCO
CSBMRDD
89 E Howe Rd
Tallmadge, Ohio 44278
Phone-330.634.8877
Fax-330.634.8871
kmcgee@csbmrdd.com

2009 Wayne Homes Chili Open

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Sponsorship Registration Form

(Circle Selections)

Corporate Partner Package		\$5,000
Premier Partner Package		\$1,950
Caring Partner Package		\$950
Campership Package		\$500
Misc Sponsor Benefit #1	_____	\$ _____
Misc Sponsor Benefit #2	_____	\$ _____
Misc Sponsor Benefit #3	_____	\$ _____
Newspaper Advertising	Ad Size _____	\$ _____

Total _____

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Sponsorship Golfer Registration Form

Name: _____ Phone: _____

Organization: _____
(Please note that this is how the organization will be mentioned in the program)

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Fax #: _____

List golfers that will attend:

Preferred Tee Time: _____ (Pick a time between 8AM and 1 PM, every five minutes.)

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Mail or fax this form to:

Wayne Homes Chili Open
4460 Rex Lake Drive
Akron, OH 44319
330.644.4512
330.644.1013 (fax)

chiliopen@akronymca.org
www.chiliopen.net

Please make checks payable to: Akron Rotary Foundation

This form serves as both an invoice and a receipt.