

# LOCAL SPONSORSHIP PACKAGES

ORDA is offering area businesses the opportunity to become a partner in a myriad of Authority activities and events. From venue signage to press releases, printed programs & print ads to our websites, ORDA is ready to deliver your concise message horizontally and vertically with the assistance of an attentive Corporate Development staff. These local sponsorship opportunities include advertising options for the following events:

## SUMMER JUMPING SERIES AT THE OLYMPIC JUMPING COMPLEX

### Wet 'n Wild Wednesdays

On seven Wednesdays in July and August watch and be amazed as athletes from around the world put on an amazing aerial show flipping and twisting into the 750,000 gallon pool. All shows begin at 1:00 pm. Watch as intrepid nordic flyers from around the globe soar off the 90 meter tower on to the artificial surface for King of the Hill honors. All shows begin at 1:00 pm.

### Soaring Saturdays

On seven Saturdays in July and August watch as intrepid nordic flyers from around the globe soar off the 90 meter tower on to the artificial surface for King of the Hill honors. All shows begin at 1:00 pm.

## SUMMER SKATING SERIES AT THE LAKE PLACID OLYMPIC CENTER

### Freaky Fridays & Saturday Night Ice Shows

These highly entertaining Ice Shows are performed most Saturday evenings in the summer at 7:30pm. Figure skaters from around the country and the world perform their competitive program, routine or group number under the spot lights in the 1932 Jack Shea Arena



# LOCAL SPONSORSHIP PACKAGES

Package Deals - 4 available | Unrestricted rights fee: \$10,000.00

À la cart options - Weekly event sponsorship & Year-round venue presence

## BENEFITS

### PACKAGE DEAL - Your bundle includes:

#### Event Sponsorship -

Presenting sponsor for one week of Summer Jumping Series to include:

14 - 60 sec. radio spots; Radio Lake Placid (105.5). *(30 sec. event promo, 30 sec. sponsor message)*

14 - 60 sec. radio spots; Y106.3 *(30 sec. event promo, 30 sec. sponsor message)*

Full page color advertisement in the event program

Company ID on all collateral (posters, sandwich boards, fliers, etc.)

Company ID in all advertising as supporting sponsor

Company ID in all press releases as supporting sponsor

Company ID on event web pages with active hyperlink

A banner ad & active hyperlink on [Whitefacelakeplacid.com](http://Whitefacelakeplacid.com) for the summer season

On-site banner exposure during your event days (up to 4 locations)

Company ID on signage in ski jump outrun for summer season (June 1-Oct. 15)

Company ID on signage at the aerial pool for summer season (June 1-Oct. 15)

10 complimentary tickets to each event day (7 weeks – 70/event)

4 VIP passes allowing access to VIP areas for your event days

Live promotions over PA system during event

Distribution of menu/ad during your entire week at the Olympic Jumping Complex

Logo placement in the Lake Placid News advertisements for your week

Presenting sponsor for weekly press releases.

Presenting sponsor for one week of Summer Skating Series to include:

10- 30 sec. radio spots between Radio Lake Placid 105.5 or Y106.3

*(30 sec. event promo, 30 sec. sponsor message)*

Your menu or advertisement will appear in the event program

Distribution of event posters advertising your business

Mezzanine sign in 1932 Rink - Jack Shea Arena for entire season (June 15-Sept. 1)

10 complimentary tickets to each of the eight Saturday Night shows (80 total)

Opportunity to present awards to Freaky Friday show winners

4 VIP passes allowing access to Saturday Night Ice Show after party with international and championship skaters

Live promotions over PA system during event

A banner ad and active hyperlink on [Whitefacelakeplacid.com](http://Whitefacelakeplacid.com) and [Lakeplacidskating.com](http://Lakeplacidskating.com) for the entire season

Distribution of menu/brochure during your entire week at the Olympic Center

Logo placement in the Lake Placid News advertisement for your week

Space for insert of your choice in all athlete registration packets (over 2,000 total), for the 2007 Summer Figure Skating Program

Presenting sponsor for weekly press releases

**Package Deal cont.**

Year-round Signage

- 1980 Rink Mezzanine Sign – 1 location
- 1932 Rink Dasher Board – 1 location
- USA Rink Dasher Board – 1 location
- Whiteface Base Lodge – 1 location

Snow Conditions Advertisements

- Whiteface Prance Snow and Grooming Report – 1 page on the video ski report at the Whiteface Base Lodge
- Banner Advertisement on the Whiteface Prance Snow and Grooming Report web page

Flame Magazine Advertisement

- One, four color, full-page advertisement

Tickets & Hospitality

- Whiteface Lift Tickets - 8
- Cross Country Day Passes - 12
- Summer Passports - 12
- Winter Passports - 12

**À LA CART OPTIONS**

**Summer Jumping Series at the Olympic Jumping Complex**

Presenting sponsor for one week of Summer Jumping Series

7 weekly sponsors @ \$1,200

To include:

- 14 - 60 sec. radio spots; Radio Lake Placid (105.5). (30 sec. event promo, 30 sec. sponsor message)
- 14 - 60 sec. radio spots; Y106.3 (30 sec. event promo, 30 sec. sponsor message)
- Full page color advertisement in the event program
- Company ID on all collateral (posters, sandwich boards, fliers, etc.)
- Company ID in all advertising as supporting sponsor
- Company ID in all press releases as supporting sponsor
- Company ID on event web pages with active hyperlink
- A banner ad & active hyperlink on [Whitefacelakeplacid.com](http://Whitefacelakeplacid.com) for the summer season
- On-site banner exposure during your event days (up to 4 locations)
- Company ID on signage in ski jump outrun for summer season (June 1-Oct. 15)
- Company ID on signage at the aerial pool for summer season (June 1-Oct. 15)
- 10 complimentary tickets to each event day (7 weeks – 70/event)
- 4 VIP passes allowing access to VIP areas for your event days
- Live promotions over PA system during event
- Distribution of menu/ad during your entire week at the Olympic Jumping Complex
- Logo placement in the Lake Placid News advertisements for your week
- Presenting sponsor for weekly press releases.

## À la cart options *cont.*

### Summer Skating Series at the Lake Placid Olympic Center

Presenting sponsor for one week of Summer Skating Series

8 weekly sponsors @ \$600

To include:

- 10 - 30 sec. radio spots - Radio Lake Placid 105.5 or Y106.3 (30 sec. event promo, 30 sec. sponsor message)
- Your menu or advertisement will appear in the event program
- Distribution of event posters advertising your business
- Mezzanine sign in 1932 Rink - Jack Shea Arena for entire season (June 15-Sep 1)
- 10 complimentary tickets to each of the eight Saturday Night shows (80 total)
- Opportunity to present awards to Freaky Friday show winners
- 4 VIP passes to Saturday Night Ice Show after party with international & championship skaters
- Live promotions over PA system during event
- Banner ad & hyperlink on [Whitefacelakeplacid.com](http://Whitefacelakeplacid.com) & [Lakeplacidskating.com](http://Lakeplacidskating.com) for the entire season
- Distribution of menu/brochure during your entire week at the Olympic Center
- Logo placement in the Lake Placid News advertisement for your week
- Space for insert of your choice in all athlete registration packets (over 2,000 total), for the 2007 Summer Figure Skating Program
- Presenting sponsor for weekly press releases

### Year-Round Venue Presence

Olympic Center - Mezzanine & Dasher board signage *\*Please note that prices do not include production costs*

1980 Rink - Herb Brooks Arena

Mezzanine sign - \$500

Dasher Board - \$2,500

In-ice logo (2 locations) - \$3,500

Zamboni Signage - \$5,000

1932 Rink - Jack Shea Arena

Mezzanine sign in the 1932 Rink - \$350

Dasher Board - \$1,000

In-ice logo (2 locations) - \$2,500

Zamboni Signage - \$3,500

USA Rink -

Mezzanine Sign - \$250

Dasher Board - \$750

In-ice Logo - \$2,000

### Advertising Opportunities

Summer Jumping Series Program (750 to 1,000 copies created per week x 7)

Full Page (color w/ bleed) - \$500; (color no bleed) - \$475; (black & white) - \$400

Half Page (color w/ bleed) - \$250; (color no bleed) - \$200; (black & white) - \$175

Lake Placid Ice Dance Championships program from August 1-4, 2007 (2,500 copies)

Inside front or back cover (color) - \$350

Full Page (color no bleed) - \$300; (black & white) - \$250

Half Page (color no bleed) - \$225; (black & white) - \$175

¼ Page (color no bleed) - \$150; (black & white) - \$100