



About Us: Information for sponsors

- Synchronized skating is the fastest growing area of the sport
- 525 teams registered with U.S. Figure skating ; nearly 5,000 athletes participate in sectional competitions
- A team is a group of 8-20 skaters that perform a program in unison.
- The Starlights were founded in 1999 by director Chris Heiser.
- Compete at U.S. Figure Skating sanctioned competitions throughout the Midwest; goal is to qualify for national championships
- Senior team represents the U.S. at international competitions
- Represent Skokie Valley Skating Club (500+ members)
- 2011-2012 Season approximately 120 skaters – Ages 8 through adult
- Members primarily from Chicagoland northern suburbs; several commute from Wisconsin
- Accomplished coaching staff with national, collegiate and international experience as competitors and coaches
- Based at Twin Rinks, Buffalo Grove
- Club's mission: to focus on life developing skills both on and off the ice. Skaters learn to use their individual skills to excel as a team.
- We are a 501-c3 not-for-profit organization

2011-2012 Competition Schedule:

<u>Date</u>	<u>Event</u>	<u>Location</u>
Nov 12, 2011	Season Kick-Off Exhibition	Twin Rinks, Buffalo Grove
Nov 18-19, 2011	Kalamazoo Kick-Off Classic	Kalamazoo, MI
Dec 2-4, 2011	Dr. Porter's Classic	Ann Arbor, MI
Jan 5-7, 2012	Foot of the Lake Synchro Classic	Fond du Lac, WI
Jan 14-15, 2012	Mid-America Competition	Fraser, MI
Jan 26-28, 2012	Midwestern Sectional Championships	Plymouth, MI
March 4, 2012	Exhibition: Send-off to Nationals	Twin Rinks, Buffalo Grove
March 7-10, 2012	U.S. Synchronized Skating Champs	Worcester, MA



2011-2012 SPONSORSHIP OPPORTUNITIES

Starburst

Support Level: \$1,250

E-MAIL

- Sponsor featured in Starlights e-newsletter in “sponsor section” includes logo, live link to website; five (5) editions per season
- Sponsor special feature; editorial or promotional copy, includes logo, live link; one(1) edition per season

FACEBOOK

- Sponsor Facebook page “liked” by Starlights
- Facebook announcements with sponsor social and or promotional messages 2x per month
- Starlights will help garner additional “likes” for sponsor page

WEBSITE

- Primary placement (top, center) and larger logo size on sponsor page of Starlight’s website
- Includes links to sponsor website

SIGNAGE

- Inclusion in sponsor poster – featured in Starlights case at Twin Rinks
- Booster banner – inclusion of logo on banner to travel with teams to competitions, displayed at exhibitions

PROGRAM ADS

- Inclusion in programs distributed at Starlights exhibitions (2)
- Inclusion in program ad at a U.S. Figure skating major event

PR

- Press release announcing the beginning of season and Starburst sponsors
- Distributed to local media; national skating media; print and online

SAMPLING & COUPONING

- Opportunity to distribute product samples or coupons to our membership and supporters
- Live events or online via email and social media

Shooting Star**Support Level: \$500****EMAIL**

- Sponsor featured in Starlights e-newsletter in “sponsor section” includes logo, live link to website; five (5) editions per season

FACEBOOK

- Sponsor Facebook page “liked” by Starlights
- Facebook announcements with sponsor social and or promotional messages 1x per month
- Starlights will help garner additional “likes” for sponsor page

WEBSITE

- Inclusion of logo and link on sponsor page of Starlight’s website

SIGNAGE

- Inclusion in sponsor poster – featured in Starlights case at Twin Rinks

PROGRAM ADS

- Inclusion in programs distributed at Starlights exhibitions (2)

PR

- Press release announcing the beginning of season and Starburst sponsors
- Distributed to local media; national skating media; print and online

SAMPLING & COUPONING

- Opportunity to distribute product samples or coupons to our membership and supporters
- Live events or online via email and social media

Twinkling Star**Support Level: \$250****EMAIL**

- Sponsor featured in Starlights e-newsletter in “sponsor section” includes logo, live link to website; five (5) editions per season

FACEBOOK

- Sponsor Facebook page “liked” by Starlights
- Starlights will help garner additional “likes” for sponsor page

WEBSITE

- Inclusion of logo and link on sponsor page of Starlight’s website

SIGNAGE

- Inclusion in sponsor poster – featured in Starlights case at Twin Rinks

PROGRAM ADS

- Inclusion in programs distributed at Starlights exhibitions (2)

PR

- Press release announcing the beginning of season and Starburst sponsors
- Distributed to local media; national skating media; print and online

SAMPLING & COUPONING

- Opportunity to distribute product samples or coupons to our membership and supporters
- Live events or online via email and social media

Star**Support Level: \$150****EMAIL**

- Sponsor featured in Starlights e-newsletter in “sponsor section” includes logo, link to website; five (5) editions per season

WEBSITE

- Inclusion of logo and link on sponsor page of Starlight’s website

SIGNAGE

- Inclusion in sponsor poster – featured in Starlights case at Twin Rinks

PROGRAM ADS

- Inclusion in programs distributed at Starlights exhibitions (2)