



Jeff Hamilton: Director, Sponsorship & Promotions
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STEEL SAFARI 2012, June 1-3, 2012; Logan, NM

SPONSORSHIP AND PROMOTIONS NOTES

The STEEL SAFARI 2012 has a robust program for sponsorship marketing. There is a great deal of flexibility in STEEL SAFARI 2012 sponsorship programs and CD is happy to talk to anyone in our sponsors' organizations about ways to make the STEEL SAFARI 2012 and other CD competitions generate more value for your marketing dollars. This year's STEEL SAFARI has already created a great deal of buzz in the long range shooting, military and law enforcement communities. The event is sure to be a huge success as it has been in past years. Here are the standard sponsorship programs for 2012:



Official "X" of STEEL SAFARI 2012: The 2012 STEEL SAFARI will have the following "*Official*" designations: (1) bolt action rifle, (2) rifle scope, (3) range finder, (4) binocular, (5) backpack, (6) outer wear. The *Official* sponsor designations are available to Gold and Silver level match sponsors on a first come, first served basis. There will only be one *Official* sponsor for each of the categories listed above. The cost of the Official designation for each category will be \$1000 for Gold level sponsors and \$1500 for Silver level sponsors. Payment for Official X sponsorship must be received by CD by April 20, 2012 in addition to receipt of Gold or Silver level sponsorship payment or goods. Benefits to *Official* sponsors:

- Exclusive use of *Official X* category for 2012
- *Official X* designation on all match materials (Web, print, video)
- *Official X* banner placement at match
- Press release of *Official X* designation, sponsor's discretion, sponsor initiated, must be coordinated with CD.
- Ability to market *Official X* sponsorship throughout 2012



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STEEL SAFARI 2012 Sponsorship Levels

Sponsorship Level	Commitment	One Match Entry	Access to Official designation	Ability to sponsor Banquet	Web & Collateral Ack.	Shirt Ack.	Banner display	Ack @ shooter's meeting	Ack. @ Awards	Speech @ Awards	Media Access	Press Release	Collateral in Match Bag
Gold	\$5,000	X	X	X	X	X	X	X	X	X	X	X	X
Silver	\$4,000		X	X	X	X	X	X	X		X	X	X
Bronze	\$2,500			X	X	X	X	X	X		X		X
Sustaining	\$1,250			X	X	X	X	X	X		X		X
Associate	\$500			X	X	X	X	X	X		X		X

STEEL SAFARI 2012 GOLD SPONSOR

- \$5000 in gear or cash contributions
- One match entry for sponsor's shooter of choice (subject to availability)
- Acknowledgement of Gold Sponsorship with (sponsor supplied) logo on STEEL SAFARI 2012 website and all match materials
- Acknowledgement of sponsorship with logo on STEEL SAFARI 2012 match shirt
- Sponsor supplied banner placed at STEEL SAFARI 2012 match headquarters
- Acknowledgement of Gold Sponsorship at shooters meeting
- Acknowledgement of Gold Sponsorship at awards ceremony
- Short speech by Gold sponsor's representative at awards ceremony
- Access to all match photos and videos taken by match staff
- Press and media collateral with assistance from match staff
- Ability to include 8.5" x 11" (or smaller) sponsor marketing collateral for competitor match bags

STEEL SAFARI 2012 SILVER SPONSOR

- \$4000 in gear or cash contributions
- Acknowledgement of Silver Sponsorship with (sponsor supplied) logo on STEEL SAFARI 2012 website and all match materials
- Acknowledgement of sponsorship with logo on STEEL SAFARI 2012 match shirt
- Sponsor supplied banner placed at STEEL SAFARI 2012 match headquarters
- Acknowledgement of Silver Sponsorship at shooters meeting
- Acknowledgement of Silver Sponsorship at awards ceremony
- Access to all match photos and videos taken by match staff
- Press and media collateral with assistance from match staff
- Ability to include 8.5" x 11" (or smaller) sponsor marketing collateral for Match Bags

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STEEL SAFARI 2012 BRONZE SPONSOR

- \$2500 in gear or cash contributions
- Acknowledgement of Bronze Sponsorship with (sponsor supplied) logo on STEEL SAFARI 2012 website and all match materials
- Acknowledgement of sponsorship with logo on STEEL SAFARI 2012 match shirt
- Sponsor supplied banner placed at STEEL SAFARI 2012 match headquarters
- Acknowledgement of Bronze Sponsorship at shooters meeting
- Acknowledgement of Bronze Sponsorship at awards ceremony
- Ability to include 8.5" x 11" (or smaller) sponsor marketing collateral for Match Bags

STEEL SAFARI 2012 SUSTAINING SPONSOR

- \$1250 in gear or cash contributions
- Acknowledgement of Sustaining Sponsorship with (sponsor supplied) logo on STEEL SAFARI 2012 website and all match materials
- Acknowledgement of sponsorship with logo on STEEL SAFARI 2012 match shirt
- Sponsor supplied banner placed at STEEL SAFARI 2012 match headquarters
- Acknowledgement of Sustaining Sponsorship at shooters meeting
- Acknowledgement of Sustaining Sponsorship at awards ceremony
- Ability to include 8.5" x 11" (or smaller) sponsor marketing collateral for Match Bags

STEEL SAFARI 2012 ASSOCIATE SPONSOR

- \$500 or less in gear or cash contributions
- Acknowledgement of Associate Sponsorship with (sponsor supplied) logo on STEEL SAFARI 2012 website and all match materials
- Acknowledgement of sponsorship with logo on STEEL SAFARI 2012 match shirt
- Sponsor supplied banner placed at STEEL SAFARI 2012 match headquarters
- Acknowledgement of Associate Sponsorship at shooters meeting
- Acknowledgement of Associate Sponsorship at awards ceremony
- Ability to include 8.5" x 11" (or smaller) sponsor marketing collateral for Match Bags



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Additional STEEL SAFARI 2012 sponsorship opportunities:

- STEEL SAFARI 2012 banquet at the Annex, ~1600 to 1900 hrs Saturday June 2, 2012; <http://www.annexbarandgrill.com/>;
 - For a fee payable to CD of \$500, CD will brand the banquet: “The *Sponsor Name* STEEL SAFARI 2012 Banquet.” Sponsor must have committed to this event and the event fee must be received by CD by April 20, 2012.
 - Prominently hang the banquet sponsor’s banner at banquet
 - Banquet Sponsor speaks at banquet
- Match Bag Sponsor; (\$250 with sponsor supplied bag). Upon registration, every STEEL SAFARI 2012 competitor will receive a bag with all match registration, scheduling, and sponsor collateral. There is an opportunity for one sponsor to provide a sponsor branded bag for all these materials. The match bag sponsor will get valuable additional branding by having every shooter see the sponsor’s name and logo. Match Bag Sponsor must have committed to this event and the event fee and sponsor supplied match materials bags must be received by Competition Dynamics by April 20, 2012.

Sponsorship “acceleration”: for all real goods delivered to CD by April 20, 2012 the sponsor will get credit for 120% of the retail value of the goods towards the sponsorship level. For example, if the sponsor sends \$1000 worth of retail value goods, CD will count this at \$1200 worth of retail goods. Additionally, we will also extend this to gift certificates worth 100% of the retail value of the certificate.

Media access for sponsors: During a sponsorship year (the year that a given sponsor sponsors one or more CD matches); CD will provide the sponsor with a limited, world-wide, non-exclusive right to use CD images and media materials (credited to CD), for a field of use associated with the normal course of the sponsor’s business.

Product placement: CD is pursuing television, documentary, and other media productions of the STEEL SAFARI 2012 and if CD secures these productions, CD will provide sponsors with the option of doing “product placement” of sponsor’s product and services in media for a fee to be determined based on the nature of the media and its distribution scheme.

Logos: All sponsors must provide their camera and Web ready logos



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to CD by April 20, 2012. The sponsor provided logos will be used for Web acknowledgement of the sponsorship, placement on the match shirt, and potentially video acknowledgement of the match sponsorship. Sponsor logos are very important to realize the full value of your sponsorship. Logos must be provided to CD by April 20, 2012.

Web art should be one of the horizontal standards for web ads: 728x90, 392x72, 300x100, 468x60, 234x60, 720x300, or 336x200. Any image format is acceptable including animated gifs; no flash.

Art for printing should ideally be vector. Otherwise 300 dpi is preferred, nothing less than 150 dpi, for whatever size they want on the shirt. The print logo should be renderable in one color against the background.

Banners: all sponsor banners need to be received by CD by April 20, 2012. Banners will not be returned. If sponsor has a shooter at the match CD will be happy to provide banner to sponsor shooter at the end of the match.



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