

37th Annual Great Southwest Track & Field Classic



Sponsorship Packet

4th Annual Great Southwest Indoor Track & Field Classic

Outdoor: May 31 - June 2, 2012

Indoor: February 11, 2012



UNM Track & Field Stadium Albuquerque, New Mexico

Great Southwest Classic Mission

It is our purpose to offer a level of competition that is worthy of the best high school Track and Field athletes from the great states of Arizona, California, Colorado, Florida, Illinois, Kansas, Louisiana, Missouri, Nevada, New Mexico, Oklahoma, Texas, and Utah.



Video Streaming the Great Southwest Track & Field Classic

The Great Southwest Track & Field Classic has been video streamed live for the last three years, and we will continue that tradition for this year's meet as well!

To view this year's meet go to:

www.ProviewNetworks.com

On the Cover

- Curtis Beach** · 2010 National Record Holder Decathlon (7909); Record Decathlon (7719) - #1 USA
- Gunnar Nixon** · 2011 National Record/Meet Record-Decathlon-8035-#1 USA
- Dior Hall** · 2011 100 Meter Hurdles- (13.18) 1st-2nd all time GSWT&FC-3rd fastest ever ran
- Octavius Freeman** · Meet Record-100 Meter Dash-(11.11)-#1 USA-200 Meter Dash-1st-23.19-#2 USA
- Marquis Dendy** · Triple Jump-1st-50'7 1/4"-2nd all time best GSWT&FC;
#1 USA Triple Jump-52'11/2"-#1USA Long Jump-25'91/2"
- Tavaris Tate** · Meet Record 400 M Dash (45.48); #1 USA

Photo Credits: Curtis Beach, Dior Hall, Octavius Freeman, Marquis Dendy and Tavaris Tate By **John Dye ESPNRISE DyeStat**
Gunnar Nixon, By **David Benyak**



37th Annual Great Southwest Track & Field Classic

UNM Track & Field Stadium | Albuquerque, NM

TWO OUTSTANDING EVENTS!

Indoor Event: February 11, 2012

Outdoor Event: May 31 - June 2, 2012

Operations Committee

General Chair

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Phone: (505) 299-3359
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Boy's General Selection Chair

Blaine Clarke
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Girl's General Selection Chair

Mike Mittelstaedt
1360 Reynosa Loop SE
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Decathlon/Heptathlon Chair

Clyde Volz
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Marketing Chair

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Meet Director

Fred Polich
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Sponsorship Chair

Jerry Vigil
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As sponsorship coordinator for the Annual Great Southwest Track & Field Classic, I welcome your involvement in the 37th edition of this nationally-recognized event. Top high school athletes from over twenty states will again come to our city May 31 - June 2, at the University of New Mexico's Track and Field Stadium. Twelve states bring teams for all the events, while other student athletes from another dozen states are invited to enjoy the exciting three days.

This tradition of premier young athletes is matched by a quality organization committee of volunteers and financial supporters of whom we are also proud. To maintain this tradition of opportunity for future All-Americans and Olympians is always a financial challenge, one that has been met by strong community partners who have supported the GSC. With your enclosed packet are several sponsorship levels that will promote both your company and this talented showcase.

The GSC is especially important for young New Mexican athletes who have the opportunity to test their mettle against the best in the country.

A wonderful way to reach our community is found through supporting the GSC. The athletes and the many folks from all over the country, as well as Albuquerque will be happy to recognize your name in the publications and also thank you for your financial support. Please take a few minutes from your busy day to review the enclosed materials and join as a sponsor with a commitment at which you are comfortable. Feel free to contact me at your convenience at either below telephone numbers. Many thanks for your time and consideration.

Sincerely,

Jerry Vigil
Sponsorship Chairman
Great Southwest Track and Field Classic

Great Southwest Track & Field Classic

Sponsorship Opportunities

Classic Event Sponsor: \$10,000

One sponsorship available

Become the official sponsor of the Classic. As the official sponsor, your corporate name will be listed in the title of the event, in all advertising, programs and any other information affiliated with the event.

- 1 Corporate name listed in the title of the event
- 2 Provide space for banners in full view of spectators
- 3 Full page rear cover ad in the competition program
- 4 Full page editorial about your company in the program.
- 5 Title recognition on all T-shirts
- 6 20 Souvenir T-shirts commemorating the event
- 7 VIP seating at the Championships
- 8 VIP tickets for the post-meet party
- 9 PA announcements
- 10 Logo in all media advertising
- 11 Streaming website banner
Pre-streaming video advertisement
(Sponsor must provide the video spot by May 1, 2012)
- 12 Prominent web site ad and online Sponsor's Directory listing.

Gold Level Sponsor: \$3,000

Become the official event sponsor of the Championships. As event sponsor, your corporate name will be in all advertising, programs, and any other information affiliated with the event.

- 1 6 banners in the competition area in full view of spectators
- 2 Full page ad in the competition program on the front or back. First come, first served.
- 3 10 Souvenir T-shirts commemorating the Championships
- 4 Large recognition on all T-shirts
- 5 Presentation of award to some of the winners
- 6 VIP seating at the Championships
- 7 VIP tickets for the post-meet party
- 8 PA announcements
- 9 Streaming website banner
Pre-streaming video advertisement
(Sponsor must provide the video spot by May 1, 2012)

**YOUR
DONATION IS TAX
DEDUCTIBLE**

Federal Tax ID #56-2321264

Silver Level Sponsor: \$1,500

- 1 Hang two banners in the competition area in full view of spectators
- 2 Four Souvenir T-shirts
- 3 Recognition on all T-shirts
- 4 VIP seating at the Championships
- 5 VIP tickets for the post-meet party
- 6 PA announcements
- 7 Full page ad in the program
- 8 Streaming website banner
Pre-streaming video advertisement
(Must provide the video spot by May 1, 2012)

Athletes and Coaches Party Sponsor: \$1000

- 1 Two banners at the party
- 2 Recognition in the GSWT&FC Brochure
- 3 Full page ad in the program

Bronze Level Sponsor: \$750

- 1 Hang banner in the competition area in full view of spectators
- 2 Two Souvenir T-shirts
- 3 VIP seating at the Championships
- 4 VIP tickets for the post-meet party
- 5 PA announcements
- 6 Full page ad in the program

Individual Event Sponsor: \$125

- 1 One competition will be named after you or your company (available on a first-come first-served basis)
- 2 1/6 page ad in the program
- 3 One Souvenir T-shirt
- 4 VIP seating at the Championships
- 5 PA announcements

To get started please call Jerry Vigil at 505-269-6917

Streaming Video Sponsor

Please join ProView Networks as a sponsor of the Great Southwest Track and Field Classic. You will have the opportunity as a sponsor to present your message (advertisement) to thousands of people who are watching this event live or on demand on the internet.

This year we are offering as added benefit for sponsors. All video streams for the 2012 meet, both live and on demand will include a pre-stream ad of 30 seconds to one minute. This ad cannot be skipped over.

Sign up as an Event Sponsor, Gold Sponsor or Silver Sponsor and have your video ad (commercial) seen by a desirable and targeted demographic. If you do not have a video ad, we can produce a 30 second to one minute custom commercial for you and your business. The cost of an ad is \$1000.00

Web Site Sponsor

A new and unique opportunity for sponsors to widen their own Internet presence! The web site has a brand new look, updated features and functionality to better serve our participants; new content in development will create year-round interest.

Each banner ad purchased will have a link to your existing web site and a listing in the online Sponsor's Directory.

SPECIAL INTRODUCTORY YEARLY RATES

Content-Top Banner (600px x 105px).....	\$840	p/yr.
Landscape (290px x 195px).....	\$600	p/yr.
Portrait (285px x 320px).....	\$960	p/yr.

GENERAL WEB SPONSORSHIP - YOUR LOGO ON EVERY PAGE:
WEBSITE SPONSORED BY "YOUR COMPANY NAME"... \$3000

Souvenir Program Advertising

Back Outside Cover	\$500
Back Inside Cover	\$400
Inside Front Cover	\$400
Full Page Ad.....	\$300
Half Page Ad.....	\$200
Quarter Page Ad.....	\$100
Business Card.....	\$75

Great Southwest Track & Field Classic Profile

Imaging

The 37th Annual Great Southwest Track and Field Classic offers a venue for the USA's top high school athletes to compete right here in Albuquerque.

Audience Composition

The 37th Annual Great Southwest Track and Field Classic offers sponsors a participant base that has strong connections to youth sports. The goal of the Great Southwest Track and Field Classic is two fold: to have fun in athletic competition and to give participants an opportunity to compete with other outstanding athletes of their caliber.

Leverage Ability

The 37th Annual Great Southwest Track and Field Classic will offer sponsor recognition, an opportunity for product sampling and marketing displays at the event. Sponsor logos will be integrated into the event's promotional campaign.

Event Administration

The 37th Annual Great Southwest Track and Field Classic will be produced by The Great Southwest Track and Field Association. The Great Southwest Track and Field Association is a non-profit organization based in Albuquerque, New Mexico. This event is sanctioned by the USATF.

Enhanced World Wide Web Presence

The 37th Annual Great Southwest Track & Field Classic marks the establishing of a more extensive web presence:

- A fresh, more easily navigable web site.
- New and relevant content designed to drive year round traffic to the web site
- Downloads such as athletic packages, schedules, meet information and essential forms.
- Social networking via Twitter and Facebook.

Sponsor's Online Directory listing included in your sponsorship fee.



Sponsorship Form

37th Annual Great Southwest Track & Field Classic

- Yes! I would like to be a sponsor of the Outdoor Event (February 11, 2012)
 Yes! I would like to be a sponsor of the Outdoor Event (May 31 - June 2, 2012)

Company: _____

Contact: _____

Phone: _____

Address: _____

E-mail: _____

General Chairman

John P. Haaland
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E-mail: jphaaland44@aol.com

Sponsorship Level (check one)

- Great Southwest Classic Event Sponsor: \$10,000
 Gold Level Official Sponsor: \$3,000
 Silver Level Sponsor: \$1,500
 Bronze Level Sponsor: \$750
 Individual Event Sponsor: \$125
 Athlete's/Official's Party Sponsor: \$1,000

Please send this form to:

Sponsorship Chair

Jerry Vigil
1304 Narcisisco Ct. NE
Albuquerque, NM 87111
Phone: (505) 294-1065
Mobile: (505) 269-6917
Fax: (505) 292-8440
E-mail: jrvigil@aol.com

Advertise in the Souvenir Program

- Full Page Ad: \$300
 Half Page Ad: \$200
 Quarter Page Ad: \$100
 Business Card: \$75
 Outside Back Cover: \$500
 Inside Back Cover: \$400

Internet Advertising and Web Site Sponsorship

Special Introductory Rates

January - June:

- Leaderboard (600xl05):
\$40.00 p/month or \$384.00 p/yr. (save 20%)
 Landscape (290xI95):
\$25.00 p/month or \$240.00 p/yr (save 20%)

July - December:

- Leaderboard (600xl05):
\$20.00 p/month or \$192.00 p/yr. (save 20%)
 Landscape (290xI95):
\$10.00 p/month / \$96.00 p/yr (save 20%)
 Web Sponsorship: \$1500.00 p/yr
Your company logo on every page.

**We would like to
contribute _____
volunteers to help
with the event.**

Federal Tax ID #56-2321264



This meet will present opportunities that are unique to underclassmen as well as to the senior athletes. Through our website, athletes will receive national recognition for competing at a nationally recognized meet through either a time or mark, also athletes may be invited to compete at other highly respected track and field meets like the 2012 New Balance Outdoor Nationals and USATF Nationals.
