



Sponsorship Opportunities

2024 is our 40th anniversary. We hope you will join us as a community sponsor!



Our 2023 Team

Since 1984 the Pewaukee Lake Water Ski Club has been privileged to entertain the local community with weekly water ski shows. We provide **safe and wholesome family entertainment**. Our goal is to provide lake country residents with world class waterski entertainment!

2024 Sponsorship Packages

	HEADLINE	GOLD	SILVER	BRONZE
Yearly commitment Total Sponsorship cost*	\$4,500 4 years \$18,000 total	\$3,000 4 years \$12,000 total	\$1,500 4 years \$6,000 total	\$750 Annual
Spots Remaining	1 of 1	2 of 3	1 of 2	Unlimited
Color Ad in Program Book**	Full page	Full page	1/2 page	1/2 page
T-Shirt Ad**	Large	Medium	Small	Small
Sound Booth Ad			✓	
Show Mention	✓	✓	✓	
4'x4' Logo on Side of Trailer	✓	✓		
Logo on Back of Jump	✓	✓		
Pick Up Boat Wrap		✓		
Premier Show Boat Wrap	✓			
Custom Promotion at Every Show (you decide)	✓			

Stand-Alone Options

AD SIZE	LIMIT	PRICE
Full page color	7.5 x 10 "	\$650
1/2 page color	7.5 x 5 " or 3.75 x 10"	\$500
1/4 page color	3.75 x 5 " or 7.5 x 2.5"	\$290
Business card color	3.75 x 2.5 " or 2.5 x 3.75"	\$175
Full page black and white	7.5 x 10 "	\$370
1/2 page black and white	7.5 x 5 " or 3.75 x 10"	\$225
1/4 page black and white	3.75 x 5 " or 7.5 x 2.5"	\$150
Business card black & white	3.75 x 2.5 " or 2.5 x 3.75"	\$85
Advertise on trailer	Multiple sizes available	\$100/sq ft per year. 4 yr minimum
Sponsor a show	Sponsor one show	\$250/show

*Headline, Gold, and Silver sponsors pay **total commitment** up front upon signing of advertising contract.
 Contract needs to be signed by **April 19th, 2024 for design purposes. High resolution logo due upon signing.
 PLWSC is not responsible for print ad design. High-resolution advertisement is due by **April 19th, 2024**.

Pewaukee Lake Water Ski Club, Inc. is a **501(c)(3) non-profit organization**.

Contributions are deductible under section 170 of the code.

By Partnering With Us, Your Brand Can:

- ★ Target lake country residents in-person, **EVERY WEEK!** at 20 shows per year from May-September (weather permitting)
- ★ Showcase a new product or service (custom display available for headline sponsors)
- ★ Reach media outlets, and consumers while promoting family-friendly, healthy community entertainment
- ★ Increase engagement with existing customers, by demonstrating community support of a highly-respected non-profit organization



Contact Phil to Learn More
 ads@plwsc.org or 262-422-9967



More Details

We are grateful for [Milwaukee Journal Sentinel](#) for many of the photos used in this document, and for the great coverage of our team throughout the year!

Item	More information
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Color Ad in Program Book**	Our program book is distributed to thousands of attendees every year. It features our entire team, and highlights our community sponsors. Bronze and silver receive half-page color ad. Gold and Headline sponsors receive a full page color ad. See stand-alone options as well.
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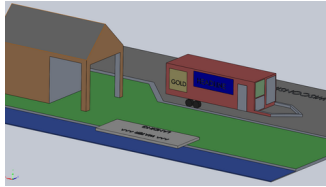
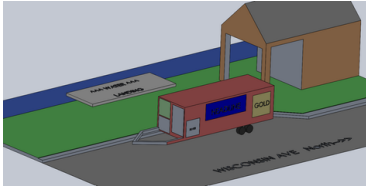
T-Shirt Ad	Our 70+ team members wear our team t-shirts throughout the season at our team events, when we do community service, and frequently wear them through our day-to-day life to promote our sponsors.
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Sound Booth Ad	New in 2024, we are offering a dedicated advertising space around our sound booth. This space is front-and-center at our shows. We will also mention the sound booth sponsors by name through the MC during each show, specifically mentioning the sound booth sponsors by name.
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Show Mention	Our MC will mention our Silver, Gold, and Headline sponsors during the shows throughout the year, providing exposure to hundreds of lake country attendees.
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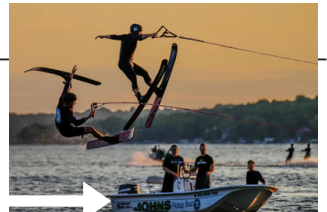
4'x4' Logo on Side of Trailer	Our trailer is parked along Wisconsin Avenue right in front of the show site, and in the center of Pewaukee Village, visible to traffic, show attendees, and passerby's.
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Logo on Back of Jump	The back side of the jump is seen by Lake Country viewers who are watching the show from the water, as well as is captured in photos taken from the water in the media and through our social media. Additionally on non-show days, the jump is stored close to the road, in the water from May-September, and the back side of the jump is visible to passerby's.
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Pick Up Boat Wrap	Our pick-up boats are seen from the audience throughout practice and shows and frequently captured by the media.
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Premier Boat Wrap	Our premier boats are used throughout the show and are frequently featured in the media and on our social media.
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Custom Promotion at Every Show (Think Big!)	Now offering our Headline sponsor dedicated space at our show site for a custom promotion highlighting your business. The sky is the limit here! Gyms--you can offer an engaging space for stretching. Car dealerships--you can display a branded vehicle (Pewaukee Village permitting will be required). Realtors - fly a hot air balloon over our show site (Pewaukee Village permitting). Think big!
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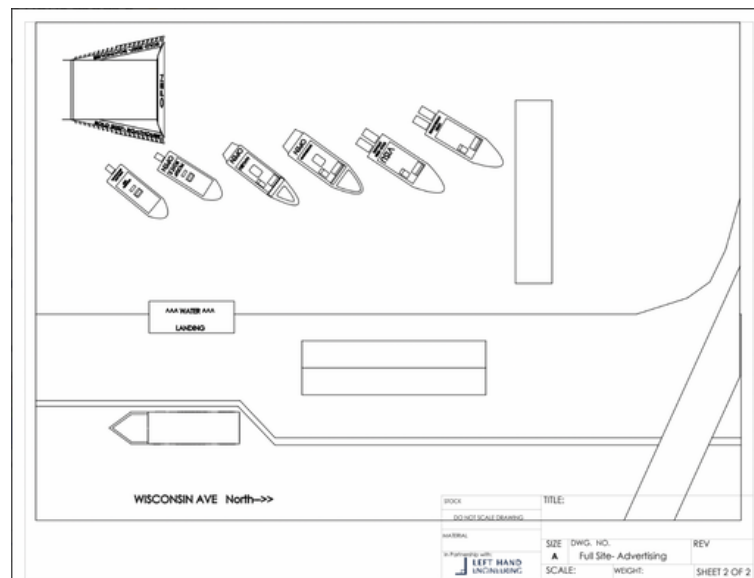
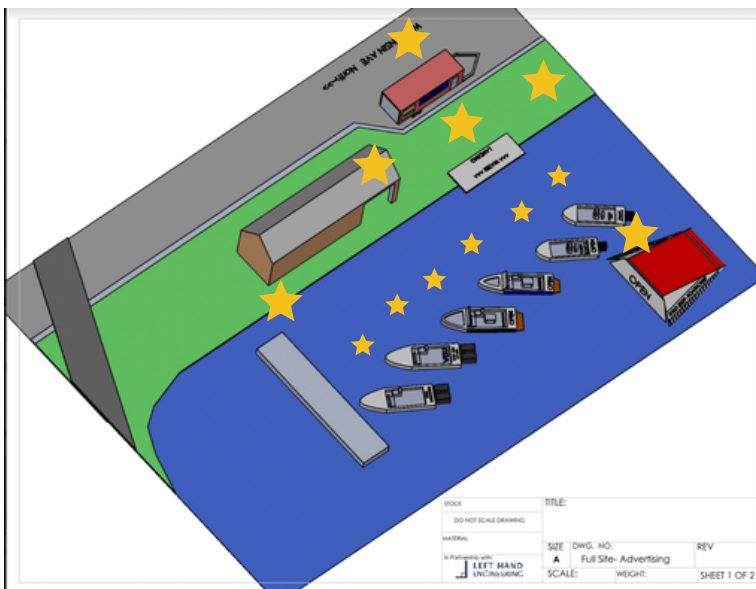
More Information and Show Site

Instructions for Sponsors

- “Friends of the Club” donations will be recognized in the Program Book and are tax deductible.
- An email will be sent for confirmation and receipt of contract. An invoice will be provided upon request.
- Please send checks payable to: PLWSC
 - P.O. Box 197
 - Pewaukee, WI 53072
- Please send ad electronically to: ads@plwsc.org BY 9am CT, APRIL 19th, 2024.
 - File types accepted: JPEG, PDF, and EPS
- ****All advertising options include a link to your website posted on our website****
 - <http://plwsc.org/sponsors>.
- Pewaukee Lake Water Ski Club, Inc. is a 501(c)(3) non-profit organization. Contributions are deductible under section 170 of the code
- Advertising contract and your designed ad need to be submitted by April 19th, 2024 for design purposes. High resolution logo due upon signing. PLWSC is not responsible for print ad design. High-resolution advertisement is due by April 19th, 2024.

Show Site Advertising Opportunities

Available for Headline Sponsors



T Shirt Advertisements

Sponsors, please note:

- All sponsors must submit a high resolution logo before April 19th- 9am CT in order to be included in the 2024 T-Shirt. Due to design and printing timeline, if this deadline is missed, PLWSC will not be able to make an extension.
- Silver and bronze logo size will depend on number of sponsors who have submitted a high resolution logo by April 19th.

