



2010 Advertising and Promotional Opportunities



Smoky Mountain Athletic Club, Inc
P. O Box 52654
Knoxville, TN 37950
www.smacrugby.com
www.tnrugbypark.com



Annual Advertising and Promotional Opportunities

Sign Advertising

4 foot by 8 foot advertising panels will be placed within the park and prominently displayed throughout the entire year. Along the north sideline of the two main fields, a six foot fence will contain the panels in clear view of thousands of spectators for all of the middle school and high school rugby matches plus other events held throughout the year.

Internet Marketing

Both the Smoky Mountain Athletic Club and the Tennessee RugbyPark have dedicated websites –

www.smacrugby.com and

www.tnrugbypark.com. During the

high school season, the SMAC website receives hundreds of hits each day as parents enroll players, spectators look up schedules and view results and area rugby enthusiasts get the latest news on area rugby events. Your company's logo can be prominently displayed on the home page of these sites plus will be listing on the sponsors and advertisers page as a preferred provider.



Print Media Advertising

Sponsors logo and recognition will be included in all print media advertising for the middle school and high school league. Advertisements for the leagues generally run in the fall, winter and early spring each year in various local publications such as the Knoxville News Sentinel, Halls Shopper News and the Farragut Press.

Naming Rights

Naming rights are available annually for advertisers including each individual field and/or the entire park. Multi-year agreements are also available.

Presenting Advertiser

Presenting advertiser opportunities are also available for the middle school league, high school regular season, conference playoffs, player of the game and the SMAC high school all-conference team.

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Annual Advertising and Promotion Packages

RugbyPark Advertising Package – Basic (40 available)

Funds generated through this level of participation will be used to supporting the cost of ongoing park development and maintenance plus the purchase of field related items such as goal post pads.

Benefits

- A 4 ft by 8 ft sign prominently displayed on the advertising fence within the park

RugbyPark Field Advertiser (3 available)

In addition to supporting the cost of ongoing park development, funds generated through this level of participation will provide funding for park projects such as goal posts and scoreboards.

Benefits

- A 4 ft by 8 ft sign prominently displayed on the advertising fence within the park
- Corporate logo and link provided on the SMAC website
- Two 4 ft by 8 ft signs prominently displayed on one field – on scoreboard and on the film platform.
- Field will be referred to by the sponsor's name for all official functions at the park
- Recognition in all printed material including newspaper advertising (at least twice a year)
- Sponsor will have access to the SMAC teams and database of participants for direct marketing.

RugbyPark Park Advertiser (1 available)

In addition to supporting the cost of ongoing park development, funds generated through this level of participation will provide funding for projects such as bleachers and field lights. Naming rights for the park are also available beginning at this level of participation.

Benefits

- A 4 ft by 8 ft sign prominently displayed on the advertising fence within the park
- Corporate logo and link provided on the SMAC website
- Recognition in all printed material including newspaper advertising (at least twice a year)
- Sponsor will have access to the SMAC teams and database of participants for direct marketing.
- Partner's logo incorporated into the park sign that faces Oak Ridge Highway
- Opportunity to be the presenting sponsor of events including the high school regular season, conference championship and conference all-star team.



2010 SPONSORSHIP ENROLLMENT

Company _____
Contact Person _____
Address _____

Phone _____ FAX _____
E-Mail Address _____

Advertising and Sponsorship Commitment

___ RugbyPark Advertising Sponsor: \$1000

___ RugbyPark Field Sponsor \$5000

___ RugbyPark Park Sponsors: \$10,000

___ SMAC Event Sponsorship: TBD

**Make Checks Payable to: Smoky Mountain Athletic Club, Inc.
Return mailing address: P. O. Box 52654, Knoxville, TN 37950**

Signage

- Signage. All signage associated with advertising and sponsorship shall be 4' x 8' in size and will be located on the park advertising fence. Final location will be left to SMAC's sole discretion.
- Preparation. Advertiser shall provide SMAC with camera ready art and/or a high quality logo suitable for reproduction. Final design, layout, graphics and content shall be subject to the approval of SMAC. SMAC will be responsible for construction, application, maintenance or the sign

Database Access

- SMAC reserves the right to regulate all correspondence and direct solicitations of merchant when using the SMAC database. Only name, address, email and phone number will be released to the merchant and only after participant has granted consent during the enrollment process. Under no circumstances will any other demographic information be released

General Terms

- Term. This advertising / sponsorship agreement shall remain in effect for the entire described calendar year.
- Renewal Option. SMAC may, at its discretion, provide discounted renewal terms to this agreement for additional years.

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