



## Gold Level Sponsorship Detailed Information

### Background:

The W. G. Mennen Sports Arena, the venue for this competition, is a three-rink facility run by the Morris County Park Commission. The arena is located in Morristown, NJ. The Skating Club of Morris is the host figure skating club chosen to host the competition.

*See attached document for detailed information on Synchronized Team Skating*

### Media Coverage:

The Eastern Synchronized Skating Sectional Championships will be covered by the local papers and television stations and also publicized by the Morris County Park Commission several months ahead. In addition to the local coverage the competition will be taped by Icenetwork. Icenetwork, LLC, a wholly-owned subsidiary of U.S. Figure Skating, has the exclusive rights to U.S. Figure Skating's interactive media properties and is a joint venture between U.S. Figure Skating and MLB Advanced Media.

Statistics on Icenetwork:

- 64,000 visits to [www.icenetwork.com](http://www.icenetwork.com) between December 2007 and March 2008.
- 18,000 visits per month April through November.

### Banner/Logo:

A banner or logo may be displayed on the rink board in view of the Icenetwork video camera and the official still photographer (to be assigned by the USFS). An additional banner or logo may be displayed in the practice rink. Local TV and newspapers (including the possibility of The New York Times and The Newark Star Ledger) will also be covering this event.

The sponsor/business name will be displayed on the digital marquee inside the rink's main entrance from October 2008 to February 2009. In addition to the figure skaters, daily rink visitors include: general skating which averages 200 people per session; elementary, high school, college and adult hockey teams; skate shop customers, and private parties who rent the rink and party rooms.

### Print Advertising:

The Morris County Park Commission will include the sponsor's name in all publications throughout the county as soon as the sponsor's name is received. The sponsor's name will also be published in "Pathways," a monthly Sunday newspaper published by the county with a circulation of 50,000. The sponsor's name will be published in the October, November and December papers.

The sponsor's name will be printed on all of the tickets for the Championships. The name or logo will be printed on the volunteer apparel, on the apparel sold to the participants and spectators, and on the front cover of the program as well as the full back page ad.