

# The Mid-Atlantic Skateboard Association

*A Positive Mission For Skateboarding In The Mid-Atlantic*

504 B North McPherson Church Rd., Fayetteville, NC 28303 · 910 867 2424 · [www.masaskate.com](http://www.masaskate.com)



## *Welcome to the Mid-Atlantic Skateboard Association Media Kit*

Hello future MASA Partners,

The 1<sup>ST</sup> Annual MASA Pro All American Street Style Contest was one huge success but don't take our word for it, just ask anyone who was there. The word on the streets is that our skate course was the best ever!!!

*"It was the best course I've ever skated, like...I don't know, I've skated a lot of parks but this was amazing, you guys are psyched, you're going to have it here, so I'll be back just to skate the course, I'm psyched!"* **Jereme Rogers 2006 MASA Pro Champion.**

This is an exciting year for skateboarding in the Mid-Atlantic. The Mega Skate Plaza opening in the fall of 2006 and skaters are getting psyched on the MASA Am Series and Champions. The MASA Am Championships will be held at the Mega Skate Plaza.

To push MASA to it's fullest potential, we have decided to give the **title sponsorship** of all three of these amazing projects, the **Mega Skate Plaza**, the **MASA Am Series** and the **MASA Pro 2007** to the **highest bidder**. If your company is interested in this once-in-a-life-time opportunity please contact our offices to discuss possible options before the bidding for title sponsorship closes on November 1, 2006.

Other great sponsorships opportunities are available too, so check out our media kit and let us know how your company would like to partner with MASA on these amazing events.

Thank you,  
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## Sponsorship Opportunities

### One Title Sponsor gets all 3 projects

“Your Company” Mega Skate Plaza

“Your Company” MASA Am Series & Championships

“Your Company” MASA Pro 2007

To push MASA to it's fullest potential, we have decided to give the **title sponsorship** of all three of these amazing projects, the **Mega Skate Plaza**, the **MASA Am Series** and the **MASA Pro 2007** event to the **highest bidder**. If your company is interested in this once-in-a-life-time opportunity please contact our office to discuss possible options before the **bidding closes on November 1, 2006**.

1. Your company's name will be on top everything that we put out, including press releases, print ads, flyers, event program, TV and radio commercials, T-Shirts, stickers, promotional items and websites. Your company will appear to be the owner of this incredible facility and events, thus becoming an instance hero to all the skateboarders and their families.
2. One bid for all 3 projects - the Mega Skate Plaza, the MASA Am Series and the MASA Pro 2007
3. Multi-year contracts are available up to 5 years but there is a one-year minimum.

Only 1 spot available.

Investment - contact us for investment details.

### Payment

In consideration of your company's budgets, payment plans can be arranged depending on the terms of the agreement between your company and MASA. Before the title sponsorship is considered committed, a 25% down payment and signed contract will be required. MASA maintains the right to refuse all offers for any reason.



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## Other Sponsor Packages that include all 3 projects

### Mega Skate Plaza

### MASA Am Series & Championships

### MASA Pro 2007

## Platinum Sponsor

1. Your company will be perceived as one of the major sponsors of the pro and amateur events. Your company will have one of the largest logos on all press releases, print ads, flyers, event program, MASA t-shirts, TV and radio commercials, promotional items and websites
2. 4 10' x 8' exhibitor booths at MASA Pro 2007
3. 4 10' x 8' exhibitor booths at MASA Am Championships 2006
4. 10 Banner spaces around the Mega Skate Plaza skate course.

Investment -	Corporate	Industry
	\$40,000	\$20,000

## Gold Sponsor

1. Your company's logo will be listed as a major sponsor of all the 2006 MASA pro and MASA Am events. Your company will have it's logo on all press releases, print ads, flyers, event program, MASA t-shirts, TV and radio commercials, websites and the pay-per-view program.
2. 2 10' x 10' exhibitor booths at the MASA Pro 2007
3. 2 10' x 10' exhibitor booths at the MASA Am Championships 2006
4. 6 Banner spaces around the Mega Skate Plaza skate course.

Investment -	Corporate	Industry
	\$20,000	\$10,000

## Banner Space available

Banners are placed right around the pro competition course and offer optimum exposure on-site and in TV and post-event media coverage.

<b>BANNERS</b>	Corporate	Industry
Before November 1, 2006	\$1,000	\$800
After November 2, 2006	\$1,500	\$1,200

## Payment

Pre-payment is required for all sponsorships. Sponsorships are available on a first come, first served basis, with payment and signed contract required before a sponsorship is considered committed.



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## MASA Pro 2007 Sponsorship Opportunities

### Booth Space for MASA Pro 2007

Get interactive! Make direct contact with thousands of skaters and fans. Educate, entertain & stimulate with contests, sampling and other creative fun, while feeding the shopping frenzy at one of the biggest skate events of the year. Partner with local retailers and build your industry relations. Booth space is 10' x 10' \*Sales close April 27<sup>th</sup>!

RETAIL BOOTH	Corporate	Industry
Before April 1 <sup>st</sup>	\$990	\$495
April 1st – 19th	\$1,100	\$550
April 20st – 27th	\$1,300	\$650

### Official Lanyard Sponsor MASA Pro 2007

Hang your brands name and logo on over 500 VIP necks! Pros, volunteers, staff, sponsors and media all wear lanyards to secure their passes. Get max visibility this way.

Official Lanyard commitment required by April 15, 2007.

\$1,000 plus cost of lanyards .

### Official Wristband Sponsor MASA Pro 2007

Stamp your brand onto over 1,000 wristbands worn all weekend long by pros, volunteers, staff, sponsors, media, exhibitors and industry members. Another great opportunity for max brand exposure and sure to be a souvenir keepsake

Official Wristband commitment required by April 15, 2007

\$1,000 plus cost of wristbands.

### "Best Trick" Title Sponsors MASA Pro 2007

There's only 1 Best Trick event available.

This is better than an infomercial, 30 minutes of promoted anarchy with your name all over it!

Your company will be in the spotlight during this 30-minute time slot. Your company will also get to decide which obstacle will best suit your company's image.

Best Trick Contest – \$6,000 purse

The "Your Name" Best Trick event will be a main feature in the event and this event will be in all promotional material that goes out, such as posters, flyers, PR statements, etc.

Investment -	Corporate	Industry
	\$10,000	\$5,000

### Product Toss & Volunteer Reward Participation

A contribution of \$100 wholesale (minimum) in products and merchandise from each participating company is greatly appreciated and essential. Some will be used during the much anticipated Product Toss to the audience, a staple at many skateboard events. The remainder will be used to compensate the many hundreds of volunteers who will ensure the success of the event.

Thank you for your continued support of this awesome annual gathering. We couldn't do it without you!



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## MASA Am Championships Sponsorship Opportunities

### Booth Space for MASA Am Championships

Get interactive! Make direct contact with thousands of skaters and fans. Educate, entertain & stimulate with contests, sampling and other creative fun, while feeding the shopping frenzy at one of the biggest skate events of the year. Partner with local retailers and build your industry relations. Booth space is 10' x 10' \*Sales close October 31<sup>st</sup>!

RETAIL BOOTH	Corporate	Industry
Before December 1 <sup>st</sup>	\$590	\$295
December 1st – 31st	\$700	\$350
After January 1 <sup>st</sup> 2007	\$900	\$450

### Official Lanyard Sponsor MASA Am Championships

Hang your brands name and logo on over 500 VIP necks! Pros, volunteers, staff, sponsors and media all wear lanyards to secure their passes. Get max visibility this way.

Official Lanyard commitment required by January 15, 2007.

\$1,000 plus cost of lanyards.

### Official Wristband Sponsor MASA Am Championships

Stamp your brand onto over 1,000 wristbands worn all weekend long by pros, volunteers, staff, sponsors, media, exhibitors and industry members. Another great opportunity for max brand exposure and sure to be a souvenir keepsake

Official Wristband commitment required by January 15, 2007.

\$1,000 plus cost of wristbands.

### "Best Trick" Title Sponsors MASA Am Championships

There's only 1 Best Trick event available.

This is better than an infomercial, 30 minutes of promoted anarchy with your name all over it!

Your company will be in the spotlight during this 30-minute time slot. Your company will also get to decide which obstacle will best suit your company's image.

The "Your Name" Best Trick event will be a main feature in the event and this event will be in all promotional material that goes out, such as posters, flyers, PR statements, etc.

Investment -	Corporate	Industry
	\$5,000	\$2,500

### Product Toss & Volunteer Reward Participation

A contribution of \$100 wholesale (minimum) in products and merchandise from each participating company is greatly appreciated and essential. Some will be used during the much-anticipated Product Toss to the audience, a staple at many skateboard events. The remainder will be used to compensate the many hundreds of volunteers who will ensure the success of the event.

Thank you for your continued support of this awesome annual gathering. We couldn't do it without you!

#### Payment

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For more information about MASA please contact us:

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