



SEATTLE MAJESTICS



Sponsorship and Advertising Opportunities

THESEATTLEMAJESTICS.COM



MAJESTICS
FOOTBALL

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Seattle Majestics Football offers local and regional businesses the opportunity to be associated with the team through exclusive Sponsorships and Advertising for the 2011 Season.

The Seattle Majestics, of the Independent Women's Football League (IWFL), are a professional organization based in Seattle, Washington and are the premiere women's tackle football team in Washington State. They play 11-on-11, NFL-style tackle football against teams nationwide.

In their nine seasons as members of the IWFL, the Majestics have compiled a regular season record of 55 wins to only 11 losses, including six Pacific Northwest Division Titles (2003-2005 and 2007-2009), four undefeated seasons, and two Western Conference Championship appearances. In 2002, their first season in existence, the Majestics were affiliated with the Women's Spring Football League (WSFL) in which they were undefeated and won the Championship.

Our organization raises 100% of all funding through ticket sales, fundraising events, player dues, donations, and sponsorship from generous supporters like you!

This reality necessitates each of our players to raise approximately \$2,000-\$2,500 to play for the Seattle Majestics each year. The funds cover team training, practice and game day fields, coaching, travel expenses, as well as necessary equipment and other needs during the season. Each player makes financial and personal sacrifices to be out on the field and also contributes significantly to raising the funds necessary to ensure that each member of the team has an equal opportunity to play football.

The Seattle Majestics appreciate donations in any capacity. Without your help, we would not be able to operate. If you would like to secure a sponsorship with the team, sponsor a player, donate merchandise, or simply make a monetary donation, the team would be pleased to hear from you. In the event that you have any fundraising opportunities for our team, we would be interested in discussing them with you as well. We are very willing to work with you in order to keep our team thriving.

Thank you for your interest in the Seattle Majestics!



Photo Credit: Gary Babcock

Why Sponsor the Majestics?

1. Exposure & Association

As a Seattle Majestics sponsor, you will receive positive exposure throughout local and regional communities, and be associated with the success that surrounds Seattle Majestics Football.

2. Affinity

Football fans, and especially Seattle Majestics fans, are extremely loyal and routinely patronize the businesses that support the team.

3. Hospitality

All sponsor packages include tickets that can be used to honor top employees or bring clients to the games for personal interaction opportunities.

4. Value

Each sponsorship package is priced well and with the intent of giving you a definite return on your investment.



Photo Credit: Gary Babcock

5. Success

Sports marketing works! All businesses can use more customers. Marketing through the Seattle Majestics provides a unique opportunity to drive business and traffic and build a local, loyal customer base.

Benefits of Sponsorship

The Seattle Majestics offer both business and individual sponsors a variety of opportunities to support the team. Sponsorships can be monetary in form, in-kind donations of products, services, media presence and promotional assets, or a combination of both.

Benefits of sponsorship include (dependent on level of sponsorship):

• Tickets, Passes and Merchandise

You will receive a combination of Majestics season tickets (5 home games), single game tickets, team merchandise, pre-game, sideline and parking passes, exclusive invitations to events, and other special discounts.

• Team Promotional Opportunities

Your logo on game uniforms, team practice jerseys, and pregame t-shirts (worn by every player) and the opportunity to donate your own promotional items to the team.

• Game Day Presence

Your logo, information, and presence on game day banners; Opportunities to promote your company via information booths, and to distribute marketing materials/promotional products at all home games.

• Public Acknowledgement

Your name will be recognized at all home games and other team events.

• Print Recognition

Your advertisement and/or logo in the Majestics game day programs, posters, print advertising, flyers.

• Web/Online Recognition

Your name, logo, and/or link on the Majestics website and promotional banner ads on the website.

Champion Sponsorships

The Seattle Majestics are excited to offer four unique Champion Sponsorship levels to match your company's budget and needs. Champion Sponsorships offer product and/or service exposure to Majestics fans as well as regional and local visibility to the residents of all Greater Seattle Metropolitan Area communities. Sponsorship can shape brand image and provide awareness of your product or service.

All Champion Sponsorship levels include a combination of tickets and merchandise, as well as, website, print, promotional, and game day visibility.

National Championship Sponsor - \$10,000

Tickets, Passes and Merchandise

- 20 Majestics season tickets
- 100 Majestics single game tickets
- 20 Majestics fan packs (T-shirt/hat/decal/program)
- 2 Autographed Team jerseys
- 2 Autographed Team footballs
- 2 Autographed Team posters

Team Promotional Sponsorship

- Company logo on all player practice jerseys
- Company logo on all player pre-game t-shirts
- Promotional appearance by players of the Seattle Majestics, and Kitty, the Majestics team mascot at 2 events of your choice (based on mascot and player availability)

Game Day Sponsorship

- Honorary Majestics Team Captain for a select home game
- 10 Sideline passes allowing access to premier seating along the Majestics sideline during home games
- 20 Pre-game field passes allowing access to the Majestics sideline during team warm-ups
- 4 Reserved game day season parking passes
- Company logo and message on color vinyl banners (2 @ 4' x 10' or 4 @ 3' x 5') displayed at all home games
- Public address announcements promoting your company during games (6 per home game)
- Opportunity to set up an information booth promoting your company at all home games
- Opportunity to distribute marketing materials and/or product samples at all home games

Print Sponsorship

- Company logo on all print materials used to promote the team throughout the season
- Premium, full-page advertisement in game day program (i.e. back cover or inside cover, if available)
- Company logo and listing on the Sponsor page in game day program

Website/Online Sponsorship

- Company rotating banner ad displayed on the team website (720x80 leader board ad)
- Recognition as sponsor (with logo) on the Home page of the team website
- Company logo and listing on the Sponsor page of the team website

Conference Championship Sponsor - \$7,500

Tickets, Passes and Merchandise

- 15 Majestics season tickets
- 75 Majestics single game tickets
- 15 Majestics fan packs (T-shirt/hat/decal/program)
- 1 Autographed Team jersey
- 1 Autographed Team football
- 1 Autographed Team poster

Team Promotional Sponsorship

- Company logo on all player pre-game t-shirts
- Promotional appearance by players of the Seattle Majestics, and Kitty, the Majestics team mascot at 1 event of your choice (based on mascot and player availability)

Game Day Sponsorship

- Honorary Majestics Team Captain for a select home game
- 5 Sideline passes allowing access to premier seating along the Majestics sideline during home games
- 15 Pre-game field passes allowing access to the Majestics sideline during team warm-ups
- 2 Reserved game day season parking passes
- Company logo and message on color vinyl banners (1 @ 4' x 10' or 2 @ 3' x 5') displayed at all home games
- Public address announcements promoting your company during games (4 per home game)
- Opportunity to set up an information booth promoting your company at all home games
- Opportunity to distribute marketing materials and/or product samples at all home games

Print Sponsorship

- Company logo on all print materials used to promote the team throughout the season
- Premium, full-page advertisement in game day program (i.e. back cover or inside covers, if available)
- Company logo and listing on the Sponsor page in game day program

Website/Online Sponsorship

- Company rotating banner ad displayed on the team website (220x200 ad)
- Recognition as sponsor (with logo) on the Home page of the team website
- Company logo and listing on the Sponsor page of the team website



Photo Credit: Gary Babcock

Division Championship Sponsor - \$5,000

Tickets, Passes and Merchandise

- 10 Majestics season tickets
- 50 Majestics single game tickets
- 10 Majestics fan packs (T-shirt/hat/decal/program)
- 1 Autographed Team football
- 1 Autographed Team poster

Game Day Sponsorship

- 2 Sideline passes allowing access to premier seating along the Majestics sideline during home games
- 10 Pre-game field passes allowing access to the Majestics sideline during team warm-ups
- 1 Reserved game day season parking pass
- Company logo and message on a color vinyl banner (3' x 5') displayed at all home games
- 2 Public address announcements promoting your company during home games (1 per half)
- Opportunity to set up an information booth promoting your company at all home games
- Opportunity to distribute marketing materials and/or product samples at all home games

Print Sponsorship

- Full-page advertisement in game day program
- Company logo and listing on the Sponsor page in game day program

Website/Online Sponsorship

- Company rotating banner ad on the team website (220x100 ad)
- Recognition as sponsor (with logo) on the Home page of the team website
- Company logo and listing on the Sponsor page of the team website

Victory Sponsor - \$2,500

Tickets, Passes and Merchandise

- 5 Majestics season tickets
- 25 Majestics single game tickets
- 5 Majestics fan packs (T-shirt/hat/decal/program)
- 1 Autographed team poster

Game Day Sponsorship

- 1 Sideline passes allowing access to premier seating along the Majestics sideline during home games
- 5 Pre-game field passes allowing access to the Majestics sideline during team warm-ups
- Company logo and message on a color vinyl banner (3' x 5') displayed at all home games
- 2 Public address announcements promoting your company during home games (1 per half)
- Opportunity to set up an information booth promoting your company at all home games
- Opportunity to distribute marketing materials and/or product samples at all home games

Print Sponsorship

- 1/2 page advertisement in game day program
- Company logo and listing on the Sponsor page in the game day program

Website/Online Sponsorship

- Recognition as sponsor on the Home page of the team website
- Company logo and listing on the Sponsor page of the team website

Season Sponsorships

The Seattle Majestics understand that cost is often a factor of sponsorship, and we are also able to offer businesses and individuals the unique opportunity of sponsoring the team through our affordable Season Sponsorships.

By becoming a Season Sponsor, you can promote your business to Majestics fans and the local community. The hospitality element of the sponsorship is a fantastic way of entertaining clients, staff or family.



Photo Credit: Gary Babcock

Touchdown Sponsorship - \$1,500

Tickets, Passes and Merchandise

- 6 Majestics season tickets
- 6 Majestics fan packs (t-shirt/hat/decals/game day program)

Game Day Sponsorship

- Company logo and message on a color vinyl banner (3' x 5') displayed at all home games
- Public address announcement promoting your company during home games (1 per home game)

Print Sponsorship

- 1/4 page advertisement in the game day program
- Company logo and listing on the Sponsor page in game day program

Website/Online Sponsorship

- Company logo and listing on the Sponsor page of the team website

Field Goal Sponsorship - \$1,000

Tickets, Passes and Merchandise

- 4 Majestics season tickets
- 4 Majestics fan packs (t-shirt/hat/decals/game day program)

Game Day Sponsorship

- Public address announcement promoting your company during home games (1 per home game)

Print Sponsorship

- 1/4 page advertisement in the game day program
- Company logo and listing on the Sponsor page in game day program

Website/Online Sponsorship

- Company logo and listing on the Sponsor page of the team website

First Down Sponsorship - \$500

Tickets, Passes and Merchandise

- 2 Majestics season tickets
- 2 Majestics fan packs (t-shirt/hat/decals/game day program)

Print Sponsorship

- 1/4 page advertisement in the game day program
- Company listing on the Sponsor page in the game day program

Website/Online Sponsorship

- Company listing on the Sponsor page of the team website

Game Day Program Advertising

Game Day Program Advertising is an effective way to advertise your products and services while supporting the Seattle Majestics and the local community at the same time!

This season we will sell our game day programs at all five of our home games. We will publish over 1,000 books, and reach a Seattle/Kent community of more than 25,000 members. We also distribute our programs to many of our sponsors' places of business, resulting in your ad gaining further exposure long after the season has ended.



Photo Credit: Gary Babcock

Game Day Program Advertising

Outside Back Cover - Full Page Ad	\$1,250	Full Page Ad	\$900
Inside Front Cover - Full Page Ad	\$1,000	1/2 Page Ad	\$600
Inside Back Cover - Full Page Ad	\$1,000	1/4 Page Ad	\$425

PROGRAM ADVERTISING SPECIFICATIONS

Digital Ad Specifications

- Back Cover (8.75" x 11.25" Bleed) OR (8" x 10.5" Non-bleed)
- Inside Front Cover (8.75" x 11.25" Bleed) OR (8" x 10.5" Non-bleed)
- Inside Back Cover (8.75" x 11.25" Bleed) OR (8" x 10.5" Non-bleed)
- Full Page (8" x 10.5" Non-bleed)
- 1/2 Page (8" x 5" Non-bleed)
- 1/4 Page (3.75" x 2.25" Non-bleed)

Digital Ad Materials

- All ads requested in digital format for PC.
- Preferred applications include Adobe Illustrator or InDesign.
- PDF files are accepted but are the responsibility of the advertiser. (Word processing programs such as Word or Word Perfect are not accepted for finished ads.)
- Photographic images must be converted to CMYK and provided as .TIFF or .EPS files (no .JPEGs).
- Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.
- Supply all files and type fonts via e-mail.

Mechanical Specifications

- Bleed dimensions should be used only for reference when sizing your ad materials. All ad images and text should remain within the size of a non-bleed ad (live area) to prevent any risk of text or image being trimmed off.
- Materials provided with copy outside the live area cannot be guaranteed.
- Bleed Dimensions represent the amount of extra image required to ensure your ad covers the entire page of the printed publication.
- Organizers will not be responsible for the final reproduction quality of any materials provided that do not meet the defined specifications of this publication.
- Ad Space will be sold up to the stated deadline, subject to space availability. All ad materials must be approved by the organizers.



Seattle Majestics Sponsorship and Advertising Form

CHAMPION SPONSORSHIPS		
<input type="checkbox"/>	National Championship Sponsor	\$10,000
<input type="checkbox"/>	Conference Championship Sponsor	\$7,500
<input type="checkbox"/>	Division Championship Sponsor	\$5,000
<input type="checkbox"/>	Victory Sponsor	\$2,500
SEASON SPONSORSHIPS		
<input type="checkbox"/>	Touchdown Sponsorship	\$1,500
<input type="checkbox"/>	Field Goal Sponsorship	\$1,000
<input type="checkbox"/>	First Down Sponsorship	\$500
AL A CARTE PROMOTIONAL SPONSORSHIPS		
<input type="checkbox"/>	4' X 10' Vinyl Banner @ Home Games	\$500
<input type="checkbox"/>	3' X 5' Vinyl Banner @ Home Games	\$300
PROGRAM ADVERTISING		
<input type="checkbox"/>	Back Cover ^{1,2}	\$1,250
<input type="checkbox"/>	Inside Front Cover ^{1,2}	\$1,000
<input type="checkbox"/>	Inside Back Cover ^{1,2}	\$1,000
<input type="checkbox"/>	Full Page	\$900
<input type="checkbox"/>	Half Page	\$600
<input type="checkbox"/>	1/4 Page	\$425
TOTAL DUE		\$

¹ Exclusive opportunity.

² May be substituted for full page ad in game day program at team's discretion (discounted price will apply).

Please return this signed agreement with a 100% payment to reserve your sponsorship and/or advertising opportunity.

**SPONSORSHIP AND ADVERTISING DEADLINE:
MARCH 19, 2011**

Thank you for choosing to support the Seattle Majestics through sponsorship and/or advertising!

SPONSOR INFORMATION

Name: _____

Company: _____

Address: _____

City/State/ZIP Code: _____

Phone: _____

E-mail: _____

Website: _____

Player Name: _____

(if sponsoring a particular player)

PAYMENT INFORMATION

Check Enclosed

Please Make Check Payable to:

Seattle Majestics
19132 110th Place SE
Renton, WA 98055

Credit Card (Processed through Paypal)

Visa Mastercard Discover AMEX

Card Number: _____

Expiration Date: _____ Security Code: _____

Cardholder Name: _____

Cardholder Signature: _____

SPONSORSHIP AND ADVERTISING REGULATIONS

No refunds. Please note that your sponsorship and/or advertisement will not be promoted until your fee is paid in full. It is understood that sponsors are responsible for providing the Seattle Majestics with all company logos and materials for use with any sponsorship, and that all company logos are subject to approval by the Seattle Majestics. We agree to abide by the conditions outlined above.

Signature: _____

Date: _____

PLEASE NOTE: General sponsorship money (meaning not donated in a particular player's name) will be applied to the team's general operating fund. Players may solicit sponsorships from individuals, businesses and organizations to help support their annual training fees. Any sponsorship or advertising secured by a player will be applied at a rate of 100% to their training fee. Any excess sponsorship funds secured over the player's individual fees will be applied to the team's general operating fund.

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