



# Sponsorship and Advertising Information



## *Be a Part of the Game*

A  
**SHOCK**ING  
NEW **WAVE**  
OF FOOTBALL  
*Embrace the Possibilities*

Dear Fellow Supporter,

We'd like to take this opportunity to introduce you to Portland's very own women's full-contact football team, the Portland Shockwave. We are one of many teams in the nationwide Independent Women's Football League, or IWFL. We are approaching our 9<sup>th</sup> season and proudly welcome you to join our ever-growing community of dedicated players, staff, volunteers and perhaps most importantly; sponsors.

As the team pays for our own equipment, field rentals and travel expenses potentially as far as Austin, TX; we rely heavily on the fundraising that the team puts together and the generous donations from people and businesses such as yours.

Women's full-contact football is a rapidly growing segment in women's sports across the U.S. and this year is sure to bring in the most media-coverage and spectators yet.

### **Your sponsorship will reach...**

- Over 800,000 visitors annually to our website ([portlandshockwave.com](http://portlandshockwave.com))
- More than 400 fans and dozens of volunteers at every home game
- 18-45 year-old professional women and men, their friends and families
- Countless attendees and numerous hosts of local fundraisers and events

Our proven, customizable sponsorship packages are based on which tools & level of participation best suits your needs. We can help your company capture the attention and loyalty of your target market and in turn you will be helping us continue to provide female athletes with the exciting opportunity to follow an unconventional dream: to play full-contact football.

In short, we are offering you a chance to be recognized in the community as a supporter of female athletes and to be part of the drive and dedication to embark on a new wave in women's sports. We invite you to be a part of what will soon be the most talked about spring event. With your support, we look forward to keeping our gridiron dream alive. Call for more information and request your complimentary tickets today.

Thank you for your time and consideration.

Sincerely,  
The Portland Shockwave

*Rebecca Brisson*  
Co-Owner

*Rebecca Dawson*  
Co-Owner

# **SPONSORSHIP PACKAGES**

## **PRACTICE SPONSOR**

**2 SEASON PROGRAMS**  
**2 VIP SEASON TICKETS**  
**4 VIP SINGLE GAME TICKETS**  
**1 VIP SEASON PARKING PASS**  
**2 PA ANNOUNCEMENTS**  
(AT CHOSEN HOME GAME)  
**QUARTER PAGE PROGRAM AD**  
**SEASON LONG INTERNET LINK**  
**SMALL BANNER AT EVERY GAME**  
(3X5 PROVIDED BY SPONSOR)  
**1 10% CONCESSIONS DISCOUNT CARD**

**\$500**

# **SPONSORSHIP PACKAGES**

## **SCRIMMAGE SPONSOR**

**4 SEASON PROGRAMS**  
**4 VIP SEASON TICKETS**  
**6 VIP SINGLE GAME TICKETS**  
**2 VIP PARKING PASSES**  
**4 PA ANNOUNCEMENTS**  
( AT CHOSEN HOME GAME)  
**HALF PAGE PROGRAM AD**  
**SEASON LONG INTERNET AD**  
**SMALL BANNER AT EVERY GAME**  
(3X5 PROVIDED BY SPONSOR)  
**4 PORTLAND SHOCKWAVE FAN PACKS**  
(PICK 2 ITEMS PER FAN PACK FROM ALA CARTE PAGE)  
**2 10% CONCESSIONS DISCOUNT CARD**

**\$1,000**

# **SPONSORSHIP PACKAGES**

## **GAME DAY SPONSOR**

**6 SEASON PROGRAMS**

**6 VIP SEASON TICKETS**

**8 VIP SINGLE GAME TICKETS**

**3 VIP PARKING PASSES**

**8 PA ANNOUNCEMENT**

(AT CHOSEN HOME GAME)

**INSIDE BACK COVER PROGRAM AD**

**SEASON LONG INTERNET AD**

**LARGE BANNER AT EVERY GAME**

(3X8 PROVIDED BY SPONSOR)

**6 PORTLAND SHOCKWAVE FAN PACKS**

(PICK 2 ITEMS PER FAN PACK FROM ALA CARTE PAGE)

**6 10% CONCESSIONS DISCOUNT CARD**

**2 ADDITION A LA CARTE ITEMS**

(FOR CHOSEN HOME GAME)

**CHOICE OF CHARITY ORGANIZATION**

(FOR 10% OF CHOSEN HOME GAME PROCEEDS)

**\$2,500**

# **SPONSORSHIP PACKAGES**

## **CHAMPION SPONSOR**

**8 SEASON PROGRAMS**

**8 VIP SEASON TICKETS**

**4 VIP PARKING PASSES**

**10 VIP SINGLE GAME TICKETS**

**MAIN PA ANNOUNCEMENT**

(TWICE EACH QUARTER EACH GAME)

**SEASON LONG INTERNET AD**

**LARGE BANNER AT EVERY GAME**

(3X8 PROVIDED BY SPONSOR)

**FULL COLOR BACK COVER PROGRAM AD**

**8 10% CONCESSIONS DISCOUNT CARD**

**8 PORTLAND SHOCKWAVE FAN PACKS**

(PICK 2 ITEMS PER FAN PACK FROM ALA CARTE PAGE)

**PRESS RELEASE ANNOUNCING SPONSORSHIP**

**4 ADDITIONAL ALA CARTE ITEMS**

(SEASON LONG)

**PLAYER OF THE GAME AWARD (EACH GAME)**

**LOGO ON SEASON SCHEDULE POSTER**

**\$5,000**

# A LA CARTE MENU

<b>Season Support</b>	<b>Price</b>	<b>Qty</b>	<b>Total</b>
PA Announcement (each)	\$50		
Promotional Appearances (per player, per hour)	\$50		
Coin Toss	\$100		
Chain Gang Uniform (sponsor to provide)	\$100		
Ball Kids Uniform (sponsor to provide)	\$100		
Water kids Uniform (sponsor to provide)	\$100		
Internet Link	\$100		
Promotional Information Distribution	\$150		
Half-Time PA Advertisement (30 seconds)	\$200		
Promotional Tent	\$250		
Name/Logo on Schedules (poster size)	\$300		
Name/Logo on Schedules (pocket size)	\$300		
Name/Logo on Event Fliers (where applicable)	\$300		
Small Banner (3x5 sponsor to provide)	\$300		
Large Banner (3x8 sponsor to provide)	\$500		
<i>sub total</i>			

<b>Program Advertising</b>	<b>Price</b>	<b>Qty</b>	<b>Total</b>
Full-Color Back Cover	\$1,000		
Inside Front Cover	\$800		
Inside Back Cover	\$600		
Full-Page Ad	\$400		
Half-Page Ad	\$200		
Quarter-Page Ad	\$100		
Business Card-sized Ad	\$50		
<i>sub total</i>			

# PROGRAM AD LAYOUT

Full-Color  
Back Cover \$1000  
Inside  
Front-Cover \$800  
Inside  
Back Cover \$600

**1/2 Page**  
**8" x 5 1/4"**  
**\$300**

**1/4 Page**  
**4" x 5 1/4"**  
**\$200**

**Business Card**  
**3 1/2" x 1 3/4"**  
**\$100**

**Full-Page**  
**8" x 10 1/2"**  
**\$500**

# MERCHANDISE & TICKETS

Merchandise	Price	Qty	Total
Hooded Sweatshirt (small – 2x)	\$25		
Black Nike Shorts (small – 2x)	\$20		
Maroon T-shirt (x-small – 2x)	\$12		
Black Hat	\$15		
White Ankle Socks – 3 pack	\$12		
White Ankle Socks – pair	\$5		
Nike Autograph Ball	\$20		
Nike Official IWFL Game Ball	\$15		
Nike Mini Rubber Ball	\$10		
Shockwave Engraved Beer Mug	\$8		
Shockwave Engraved Pint Glass	\$6		
Shockwave Engraved Shot Glass	\$4		
Poster	\$2		
Game Day Program	\$4		
	<i>sub total</i>		

Tickets	Price	Qty	Total
VIP Season Ticket Pack (all home games)	\$40		
VIP Season Parking Pass (all home games)	\$40		
Season Ticket Pack (all home games)	\$28		
VIP Single Game Ticket	\$10		
VIP Single Game Parking Pass	\$10		
Single Game Ticket	\$7		
	<i>sub total</i>		

# *Be a Part of the Game*

Thank you for your interest in the Portland Shockwave. We look forward to hearing from you soon. If you have any questions or would like to discuss any of our packages in further detail, please contact us through any of the outlets below.

Thank You!

Rebecca Brisson  
Co-Owner

Rebecca Dawson  
Co-Owner

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