

Club Guidelines for 2012-2013 Commercial Sponsorships

During the month of August, the AWSC office will send clubs who have commercial sponsors: a commercial sponsor roster, an invoice for your club to send out to each sponsor and the WSN magazine deadlines. Clubs should encourage commercial sponsors to review their listing and take the opportunity to provide more detailed information for use on the website. At your earliest convenience, return the invoice with the updated information, along with payment for renewal to the AWSC office. Note: commercial sponsorship does include AWSC membership!

New commercial sponsors cannot be added to the database without the information listed below. If this information is not included on the forms, we will return the forms to the membership chairperson for completion.

- ✓ Address (*Physical and mailing if different*)
- ✓ City, State, Zip
- ✓ Business phone
- ✓ Ad information

The AWSC does not randomly remove commercial sponsors from club rosters. If your club would like to remove a sponsor, return your commercial roster with an "R" next to the business name or a "D" for delete if it's a business that has closed and we'll remove them just or call our office and we'd be glad to assist you.

Commercial sponsors are identified by an ID number which can be found directly above the business name on the invoice. There are many businesses statewide that have identical names; it is imperative that clubs use the commercial sponsor ID number when submitting any type of information for a particular commercial sponsor. Listings in WSN are displayed by county, please make sure that the "county" listed is for the business and not where the club is located.

Once a commercial sponsor has been renewed, the AWSC will send them a confirmation letter, which shows them their updated listing, an AWSC membership card (new for 2013) and an AWSC sponsor decal.

AWSC commercial sponsorship forms are available from the AWSC office or at www.awsc.org.

If your club is submitting commercial sponsors along with membership renewals, please use the front page of the roster to itemize the dollars being used for each type of membership.

To ensure commercial listings get into the magazine, please note the AWSC office deadlines for the WSN magazine below. New commercial sponsors or renewals must be received in the office at least 3 days prior to allow for processing time.

WSN Issue	AWSC Commercial listing sent to publisher
October	September 6
December	October 31
February	January 2

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Commercial sponsorships are available to area businesses through local snowmobile clubs, or if a business prefers, they can join directly through the AWSC Office. Commercial sponsorships are to be submitted on the "Commercial Sponsor Application Form" which is available on the website – www.awsc.org. The form contains information that is necessary for posting the listing in the magazine and on the AWSC website where the details of your business are listed. The length of a commercial sponsorship is 12 months.

In addition to a great marketing opportunity (more than 26,000 family members), it also provides the business a membership in the AWSC which entitles them to the Accidental Death & Dismemberment Insurance Policy. The benefit for the business owner and spouse is \$2,500 each and it includes all children under the age of 19. Employees of the business are not covered. Commercial Sponsors will also receive all seven (Sept-Mar) issues of the Wisconsin Snowmobile News (WSN). Commercial sponsorship does include membership in the AWSC.

The commercial sponsorship program supports local snowmobile clubs as well as the AWSC. When a club sends in a commercial sponsor, the **club retains \$10 for standard sponsorship and \$20 for a premier sponsorship**. The sponsorship opportunities listed below are **not included** when businesses join a local club as a club/family member.

If your club is submitting a new commercial sponsor, please select one of the business categories below which best describes their business:

- | | | |
|--|---|--|
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Fuel/Convenience store | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Organization | <input type="checkbox"/> Sales/Service/Parts/Accessories |
| <input type="checkbox"/> Food/Drink | <input type="checkbox"/> Other | |

Businesses should supply descriptive information regarding their business, i.e., days/hours open, specialty items, proximity to trails, etc. Below is an example of the type of descriptive information businesses could include for the AWSC website. Please note: Ads all appear the same in the WSN magazine insert.

The two types of commercial sponsorship opportunities are:

Standard (\$45/year) Club retains \$10 - \$35 goes to AWSC

Benefits include:

- > You will receive a listing in the **Wisconsin Snowmobile News (WSN)**, the official magazine of the AWSC. The WSN is distributed seven times a year of which three issues (**Oct, Dec & Feb**) contain business listings. In addition, your business will be highlighted on our website for the length of your current membership (12 months).

Premier (\$95/year) Club retains \$20 - \$75 goes to AWSC

Benefits include:

- > You will receive a listing in the **WSN**, your business will be highlighted on our website for the length of your current membership (12 months) and AWSC will provide a **hot link** to your business website.

Below are **examples** of the types of commercial sponsorship listings:

Standard Commercial

- ✓ WSN Listing (Oct, Dec & Feb)
- ✓ Listing on AWSC website

Resort XXX
Accommodation
529 Trail Side Dr Suite #100
DeForest, WI
608-846-5530 / 800-232-4108
Website: awsc.org

Premier Commercial

- ✓ WSN Listing (Oct, Dec & Feb)
- ✓ Listing on AWSC website
- ✓ Hot link to your business website

Resort XXX
Accommodation
529 Trail Side Dr Suite#100
DeForest, WI 53532
608-846-5530

Our lakefront vacation homes have spectacular views of a beautiful 1000-acre lake. Our restaurant has a full menu and is open 7 days a week. www.awsc.org
(Linked to your website)

1. Name of business _____

2. Physical Address _____

3. City, State, Zip _____

4. County where business is located _____

5. Name of Snowmobile Club _____

6. Mailing Address (if different than above)

Street Address _____

City, State, Zip _____

7. Business Category – Below are the category options, please select the **one** that best describes your business:

Accommodation

Food/drink

Organization

Real estate

Construction

Fuel/convenience store

Other

Sales/service/parts/accessories

8. Website _____

9. Business Phone #(s) _____

10. Detailed description of business for website:

Lakes & Pines Sno-Trails
PO Box 111
Spooner, Wi. 54801-0111
Brian O'Toole
Membership Chair
(H) 715-259-3514
(C) 715-733-0989