



Colorado Athletics
Directors Association
Partnership & Advertising
Program

Colorado Athletics Directors Association Partnership & Advertising Program

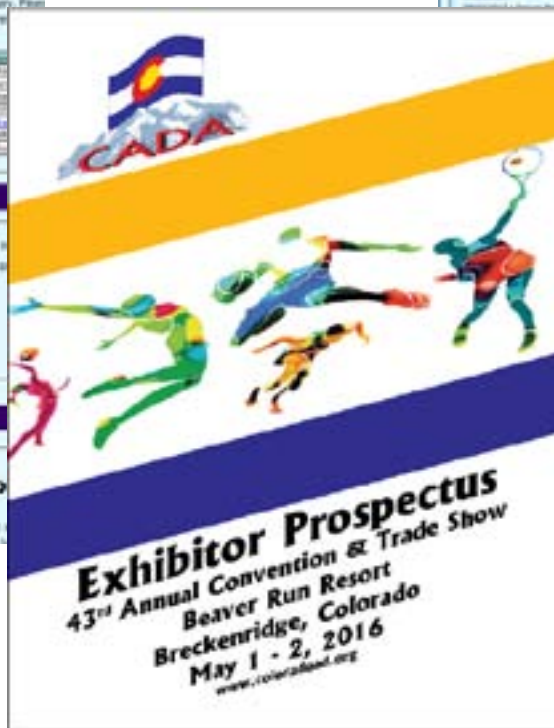
Colorado Athletics Directors Association

“The Colorado Athletics Director’s Association’s mission is to support educationally based athletic programs through the promotion of the professional growth and image of interscholastic athletics administrators.”

The CADA Audience

CADA is the unifying voice of Colorado’s Athletic and Activities Directors. We represent district and building level Athletic Directors from over 350 high schools and school districts located in all areas of the State. CADA provides you with a direct link to those individuals who have ultimate purchasing authority for their high school athletics programs. The buying power is impressive, with each school spending approximately \$75,000 annually on just athletic equipment and services alone. We are committed to developing a strong relationship with each of our corporate partners. We look forward to visiting with you and looking at ways we can promote your company to your largest target audience.

- 90% of members are Athletic Directors
- 75% make purchasing decisions for their schools
- 68% have budgets in excess of \$75,000



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Sponsorship Opportunities

Silver - \$1500	Gold - \$3000	Platinum - \$5000
Business Card ad in the Sideline Report	Business card ad in the Sideline Report	Business Card ad in the Sideline Report
Handout in the Conference Reg Packets	Handout in the Conference Reg Packets	Handout in the Conference Reg Packets
Banner ad on the CADA Website	Banner ad on the CADA Website	Banner ad on the CADA Website
Sponsor recognition in the Sideline Report	Sponsor recognition in the Sideline Report	Sponsor recognition in the Sideline Report
Sponsor recognition at the Conference	Sponsor recognition at the Conference	Sponsor recognition at the Conference
Right to use CADA name and logo	Right to use CADA name and logo	Right to use CADA name and logo
	End cap booth + electrical	Premier booth location + electrical for the booth
	Five minute presentation at the conference	Five minute presentation at the conference
		Logo placed on CADA website, all outreach material, powerpoint, and awards brochure
		Lunch Sponsor
		Member roster with email addresses

Conference Sponsorship Opportunities

Sponsor Type	Rate	Includes	Availability
Hand Outs in Registration Packet	\$225	Provide an 8 1/2 x 11" handout to be inserted in the conference registration packets	Unlimited
Break Sponsor	\$250	Recognition on the conference brochure and signage at event	8
Speaker Sponsor	\$500	Recognition on conference brochure, signage at the event, five minutes to speak to AD's and handouts	6
Breakfast Sponsor	\$1000	Recognition in the brochure, your banner at event, and five minutes to speak to AD's in attendance	2
Lunch Sponsor	\$1500	Recognition in the brochure, your banner at event, and five minutes to speak to AD's in attendance	2
Reception Sponsor (SOLD OUT)	\$1500	Recognition in the brochure, your banner at event, and five minutes to speak to AD's in attendance	2

Advertising Opportunities

E-News/Website Advertising	Member	Nonmember	Includes
Business Card - Single Issue	\$75	\$100	Ad size: 3 1/2" wide x 2" high
Business Card - Full Year	\$350	\$500	File formats: High resolution, 300 dpi EPS, TIFF or JPEG
Website Banner - 1 year	\$750	\$1000	Ad size: 290 pixels x 76 pixels

CADA Sponsorship/Advertising Contract

Sponsorship Opportunities		
<input type="checkbox"/> Platinum	\$5000	
<input type="checkbox"/> Gold	\$3000	
<input type="checkbox"/> Silver	\$1500	
Additional Opportunities		
<input type="checkbox"/> Hand-out in Registration	\$225	
<input type="checkbox"/> Break Sponsor	\$250	
<input type="checkbox"/> Breakfast Sponsor	\$1000	
<input type="checkbox"/> Lunch Sponsor	\$1500	
<input type="checkbox"/> Reception Sponsor-SOLD OUT	\$1500	
Advertising Opportunities		
	Members	Non-members
<input type="checkbox"/> Business Card Ad - Single Issue	\$75	\$100
Single Issue Month:	<input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December	<input type="checkbox"/> February <input type="checkbox"/> April <input type="checkbox"/> June
<input type="checkbox"/> Business Card Ad - Full Year	\$350	\$500
<input type="checkbox"/> Website Banner - Full Year	\$750	\$1000

Contact information:

Contact Name: _____

Company: _____

Address: _____

City, State and Zip: _____

Phone/Fax: _____

Email: _____

Payment Information:

Check enclosed with contract

Make checks payable to CADA and mail to:

CADA, 12011 Tejon St., Ste. 700, Westminster, CO 80234

Register online at www.coloradoad.org or fax to 303-458-0002.

Visa Mastercard Check # _____

Credit Card #

Expiration Date

CVC Code

Signature

Exact Billing Address for Credit Card

Return this contract with payment to:

Colorado Athletics Directors Association

12011 Tejon Street, Suite 700 | Westminster, CO 80234

Phone: 303-433-4446 | Fax: 303-458-0002

Email: info@coloradoad.org

Ad Specifications:

The preferred file formats for ad submission is high resolution, 300 dpi or larger EPS or TIFF.

Web Images:

Images that are collected from web pages are low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

Getting your job print ready:

When supplying digital files to us, all files, source files, and fonts need to be included. These are the necessary components that the application file will need when sending to the imagesetter. A hard copy is also necessary to ensure what we output matches your layout.

Scanned Images:

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300 dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image. The dpi is now doubled because it has been reduced in size and now meets the 300dpi criteria. Files that do not fall within this criteria may not meet the customers quality expectations.

Line art (solids, black & white) usually will be scanned at a high 1200dpi resolution as line art. In Photoshop the file will be in Bitmap mode and should be saved as a TIFF. Images that are scanned at a lower resolution may show jagged edges and may not look as clean.

Types of Images:

Vector Images: are comprised of lines and curves and therefore, print crisp and clear no matter what size. Files built from Adobe Illustrator are vector images.

Raster Images:

Are not scalable to the same degree as vector images but can be edited in programs like Photoshop or other paint programs. Raster images are made by the arrangement of dots (pixels) of different color or tone value. When these images are scaled to large, you will begin to see the pixels and images become bitmapped in appearance.

Authorized Signature

Date

