



**The Sponsorship Benefits for
Mercer Rowing Programs Sponsorship
for calendar year 2012**

**Sponsorship opportunities in
addition to those of the
Mercer Lake Sprints
Sponsorship**

Benefits	Platinum \$30,000	Gold \$15,000	Silver \$7,500	Bronze \$2,500	Supporter \$1,000
Water Visibility	Boat Naming Rights Corporate Logo on Varsity 8+ Boat and Coaching Launches	Corporate Logo on Varsity 4+ Boat and Coaching Launches	Corporate Logo on JV 8+ Boat	Logo on set of oars	
Athlete Visibility	Logo on Mercer racing Uniforms Prominent logo on team training shirts	Large logo on team training shirts	Large logo on team training shirts	Medium logo on team training shirts	Standard logo on team training shirts
Team Event Tent Visibility	Prominent logo on team travel banners	Large logo on team travel banners	Large logo on team travel banners	Medium logo on team travel banners	Standard logo on team travel banners
Boathouse Visibility	Logo displayed prominently at Caspersen Rowing Center	Logo displayed at Caspersen Rowing Center	Logo displayed in Mercer Bay of Caspersen Rowing Center	Logo displayed in Mercer Bay of Caspersen Rowing Center	Logo displayed in Mercer Bay of Caspersen Rowing Center
Website	Prominent website logo display and link	Website logo display and link	Website logo and link	Website logo and link	Website logo and link
Team Emails	Company Advertising on all team emails	Company Advertising on all team emails	Company Advertising on all team emails		
Recognition at Team Events	Recognition at all Mercer Team Functions	Recognition at all Mercer Team Functions	Recognition at all Mercer Team Functions	Recognition at all Mercer Team Functions	Recognition at all Mercer Team Functions
Team Practices and Races	Launch Ride with Coach for 5 team practices and 2 home races*	Launch Ride with Coach for 4 team practices and 1 home race*	Launch Ride with Coach for 3 team practices	Launch Ride with Coach for 2 team practices	Launch Ride with Coach for 1 team practice
Sponsor Photo Opportunities	Sponsor Photo Opportunities with MJRC Rowers	Sponsor Photo Opportunities with MJRC Rowers	Sponsor Photo Opportunities with MJRC Rowers	Sponsor Photo Opportunities with MJRC Rowers	Sponsor Photo Opportunities with MJRC Rowers
2011 Mercer Lake Sprints	Platinum Level Sponsorship Benefits	Gold Level Sponsorship Benefits	Silver Level Sponsorship Benefits	Bronze Level Sponsor Benefits	Supporter Sponsorship Benefits
Opportunities	1	4	Unlimited	Unlimited	Unlimited

* excludes Mercer Lake Sprints