

PINNACLE racing

Team Sponsor



The power behind Pinnacle Racing

Pinnacle Racing provides excellent opportunities to showcase a Team Sponsor's logo on apparel, banners, flags, clubhouse window films, signage, gate panels, race bibs, as well as the team website, newsletter and all communication materials. The level of visibility provided to sponsors over three years can therefore accommodate only a select few Team Sponsors.

The Team Sponsor involvement centers on the clubhouse, vehicles and team communications – the highest visibility, highest value sponsor presence with excellent residual effect. Team Sponsors can also take advantage of Pinnacle-generated news, images, stories and communication materials, and apply them in their own advertising and marketing efforts, especially as it relates to community or school outreach.



What Team Sponsors can expect for their investment



These idea starters provide an overview of the possibilities

- Team Sponsor-level presence at all Pinnacle-hosted ski racing events
- Preferred corporate logo placement at clubhouse, on vehicles and key communications materials, including team website
- Sponsor's marketing or communications materials available at team clubhouse, and in special Pinnacle POS stands at Pine Knob, Mt. Holly and portable POS stands at select race events throughout Michigan
- Link, logo and banner ad on team website
- Logo placement on team apparel, hats, t-shirts, jackets.
- Logo displayed on some gate panels
- Logo placement on race bibs
- Logo banner in finish areas for sponsored events
- 5 - single day ski passes Pine Knob or Mt. Holly ski resorts

A Team Sponsor program is a 3 year commitment of \$3,000 per year, with a one-time activation charge of \$1,500 to help offset the cost of designing and producing high-quality signage, vehicle graphics, window films, fabric graphics, flags, banners and the like. Other options and ideas can be discussed. We're open to suggestions and special arrangements to help promote the Team Sponsor's involvement.

To request additional information or sponsorship packages, please contact:

Andrew A. Dahl

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Director: Joe Kosik, Jr.
43252 Woodward Ave. Suite 210
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Racing Program

Pinnacle Racing will be hosting two USSA regional events during the 2010-2011 season. Event naming rights, race equipment graphics, race bibs, logo ID for all racers attending the event, race communication materials and all related advertising

would feature the Corporate Partner as the named title sponsor. Pre-event promotion can be integrated with the sponsor's requirements.

Working with Pinnacle

Should a potential Corporate Partner have other specific requirements, the team would be happy to provide a proposal. The Corporate Partner program is a highly rewarding 3-year commitment. A long-term relationship between Pinnacle Racing and our sponsors is necessary, given the activation costs incurred in the first year for signage, graphics, window films, patches, embroidery and the like.

Pinnacle Racing is dedicated to making this partnership work to the benefit of both the team and the sponsor. The brand image of ski racing exudes excitement, personal excellence and drive. Corporate Partners are encouraged to incorporate the imagery of ski-racing, and specifically Pinnacle Racing, into their marketing and communications materials.



What a sponsor can expect as a Pinnacle Corporate Partner



Idea starters – some of the possibilities

- Corporate title sponsor at all Pinnacle-hosted ski events
- Corporate logo displayed at all sponsored events (primary location)
- Corporate ID and link on web site home page and preferred landing pages
- Primary logo placement on Pinnacle electronic communications & print materials – e.g. announcements, start lists, results, team newsletters
- Pinnacle POS stands containing Corporate Partner marketing literature, coupons, merchandise placed at retailers around the region
- Permanent signage and window films on team clubhouse
- Preferred logo placement on team apparel, hats, t-shirts, jackets.
- Primary logo placement on team vehicle(s)
- Logo displayed on some gate panels
- Logo placement on race bibs
- Logo banner in finish areas & team clubhouse for sponsored events
- 10 - single day ski passes PK or MH
- Corporate named scholarship

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