

American Volkssport Association Benefits Package

PRESENTING SPONSOR

- Exclusive sponsorship rights for primary products in all AVA advertising, publicity and promotions
- Complimentary full-page color ad in The American Wanderer (TAW) newspaper
- Complimentary subscription to TAW for term of contract
- Company column in all editions of TAW
- Company name and logo on selected individual event brochures
- Recognition on signage at start and finish points at selected events
- Opportunity to place company logos on event trail marking signs, tape, etc.
- Recognition on AVA marketing and training materials
- Recognition on AVA website homepage and hyperlink to your site
- Recognition and hyperlink on selected state and local club websites
- Recognition in Starting Point, annual directory of self-guided U.S. walks
- Opportunity for promotion at designated state/regional events
- Recognition in monthly official AVA e-newsletter
- Opportunities for product sampling giveaways at local, state, regional events
- Opportunity to participate in community outreach projects (youth programs)
- Use of AVA logo and marks
- Recognition in AVA print and broadcast ads
- Equipment/product displays at selected events
- Opportunity for coupons, ads, etc. on selected AVA print products
- Opportunity to supply volunteer t-shirts with company logo at event sites
- Opportunity to sponsor an event with company naming rights
- Speaking opportunity during AVA shared sponsor press conference
- Opportunity for cross promotions with other AVA sponsors
- 15% company employee discount on selected AVA merchandise
- Opportunity for inserts in selected AVA mailouts
- Discounted AVA memberships for sponsor employees
- Opportunity to create sponsor patch, medals
- Company logo on sponsor poster displayed in AVA HQ offices

