



**MINNESOTA  
SWIMMING**

## Promotions, sponsorships, and website monetization for non-LSC sanctioned events and opportunities

### Sponsorship/Advertising LINKS Price List

Note: All advertising and promotions are to be paid in advance to Minnesota Swimming for a minimum of one month (30 days), with no pro-rating for fewer days than a month. Prices are subject to change.

<i>All items below ↓ assume pre-event and during-event promotion</i>	# Impressions /month	LEVEL 1: Sponsor is LSC Club/MSI	LEVEL 2: Sponsor external to LSC
<b>Website Sponsorship/Advertising</b>	8,000 unique visitors = 8,000 impressions	/ month	/ month
Home Page LINK: links to sponsor page	25% of views = 2,000 impressions projected	(\$ .20 per impression) fee: \$400/month	(\$ .40 per impression) fee: \$800/month
Top Traffic'd Page (based on 5% traffic for meets pages and 3% for standards, records and documents pages)			
<ul style="list-style-type: none"> <li>✓Meet Schedule   Zones pages</li> <li>✓Individual Meets               <ul style="list-style-type: none"> <li>→Zoned Weekends</li> <li>→Championship Meets (C Finals, MRCs, State)</li> </ul> </li> </ul>	400	(\$ .20 per impression) fee: \$80/month	(\$ .40 per impression) fee: \$160/month
<ul style="list-style-type: none"> <li>✓Time Standards</li> <li>✓Records/Top 20</li> <li>✓Documents</li> </ul>	250	(\$ .20 per impression) fee: \$50/month	(\$ .40 per impression) fee: \$100/month
<b>Clinics/ Camps</b>			
Ad on Camp / Clinic Promo page; link to host website	400	(\$ .15 per impression) fee: \$60/month	(\$ .25 per impression) fee: \$100/month
Event Page—create an event page for the Camp/Clinic (will show on home page and on calendar); link to host website	250	(\$ .20 per impression) fee: \$50/month	(\$ .40 per impression) fee: \$100/month
<b>Lessons</b>			
Ad on Camp / Clinic Promo page; link to host website	400	(\$ .15 per impression) fee: \$60/month	(\$ .25 per impression) fee: \$100/month
Event Page—create an event page for the Camp / Clinic (will show on front and on calendar); link to host website	250	(\$ .25 per impression) fee: \$100/month	(\$ .25 per impression) fee: \$100/month
<b>Logos on MSI Officials' Shirts</b> Guarantee XX officials/XX meets	164 meets in 2013-14, with 231,169 athletes. Added exposure to officials, families	Subsidized costs of shirts for 320 officials; set-up and printing charges, and \$250 honorarium to MSI.	Subsidized costs of shirts for 320 officials; set-up and printing charges, and \$500 honorarium to MSI.
<b>SPECIAL: MSI hosted championships (i.e. Senior Short Course State)</b>			
Meet page sponsorship; links to sponsor website; recognition by meet announcer	500	(\$ .25 per impression) fee: \$125/month	(\$ .50 per impression) fee: \$250/month
Hospitality room sponsorship; signage in hospitality; links to sponsor website from event page; recognition by meet announcer	Teams, Clubs, Officials, Volunteers = 500	(\$ .25 per impression) fee: \$125/meet	(\$ .50 per impression) fee: \$250/meet
Volunteer shirts—logo; links to sponsor website from event page; recognition by meet announcer	3,000 (athletes, spectators, etc.)	Cost of shirts for 250 volunteers Cost of shirts for 60 Officials	Cost of shirts for 250 volunteers Cost of shirts for 60 Officials
Jumbotron (scoreboard) advertisement	3,000	(\$ .25 per impression) fee: \$750/meet	(\$ .50 per impression) fee: \$1,500/meet
Sponsor banner in pool area	3,000 (athletes, spectators, etc.)	Cost of banner(s)	Cost of banner(s)
<i>Additional:</i> Feature article (with Facebook/Twitter news post) about sponsorship; includes MSI writing costs	1,000	\$100  [\$10]	\$200  [\$20]



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[Posting of press release with no edits- based on cost per thousand/ CPM]			
Opportunity to present awards?	500	\$.10 (\$50/event)	\$.20 (\$100/event)