



Concept: Produce a fantasy environment for magazine readers and wakeboarding enthusiasts to spend a week with professional instructors, have special high profile athlete interaction, get a chance to be included in *WakeBoarding* Magazine, and demo all the newest and best products our industry has to offer - hosted at a million-dollar lakefront home in the Orlando area!

Mission Statement: To create, cultivate and share the ultimate in wakeboarding culture and lifestyle while blending it with a controlled, practical environment for participants to experience all aspects of the pinnacle of the sport.

Limited Guests: *WBM's* Wake House will be open to six to eight campers ("guests") per week. Each guest will have overnight accommodations in the house; all food, beverages and snacks will be catered. Guests should bring their own personal items including their own equipment; however a wakeboard is not required. Boards will be available for use at the *WBM* Wake House.

Boats: *WBM's* Wake House will provide two (2) towboats with professional instructors/drivers.

Schedule: Guests should plan to arrive Sunday afternoon. Friday morning will be "check-out". The weekly schedule is subject to change but will follow this general outline:

- Catered breakfast
- Morning session
- Catered lunch
- Afternoon session
- Free time
- Catered dinner
- Periodic entertainment and guest pro appearances

A Working Editorial Environment: In addition to *WBM's* Wake House being the best fantasy camp wakeboarding has ever seen, the editors of *WakeBoarding* magazine will use the *WBM* Wake House as a photography site where magazine features will be captured with local

Orlando pros for future *WakeBoarding* magazine issues and website features. This will give lucky campers the chance to be included in the magazine and to meet the world's best wakeboarders!

Media: *WakeBoarding* magazine will cover the Wake House in its September/October issue with a photo feature. Additionally, *WakeBoarding's* web editors will be on hand each week to catch the action – video and photo updates will be posted on the web weekly. Don't miss your chance to be a part of *WakeBoarding* magazine!

Themed Weeks: Certain weeks will be themed to encourage special groups of guests to attend, such as Couples, Over 21, Under 21, Old Guys, and Ladies Only. Instructors will be provided that fit the themed week best, for example; female professional instructors for the Ladies week.

Entertainment: Weekly "field trips" might include a night at the Orlando Cable Park, or a trip to downtown Orlando to meet the pros at their favorite night club or other famous Orlando area hotspots, like Performance Ski & Surf.

Requirements: Applicants must register at [www.wakeboardingmag.com](http://www.wakeboardingmag.com). A registrant questionnaire is required for each applicant and after the selection process they will be contacted by the *WakeBoarding* magazine Wake House team. Schedules, including guest athlete appearances will be listed on [www.wakeboardingmag.com](http://www.wakeboardingmag.com).

Guests will be responsible for their own travel to/from Orlando. Inbound travel should be made for a Sunday afternoon arrival and the return flight should be made for Friday afternoon departure. *WakeBoarding* magazine will provide airport transfers from 1 pm until 6pm on Sundays and from 11 am until 6pm on Fridays. The cost per guest is \$2,750/week plus security/damage deposits and a signed liability release form.



## Sponsorship Opportunities

Title Sponsor: Name in Title \$30,000

Includes your brand's name in the property's title such as [Insert your Brand Here] Wake House, presented by *WakeBoarding Magazine*.

- All pre-event marketing and promotion will include the custom title as described above. Corporate logo will also be included.
- All post-event marketing, promotion and editorial coverage will include the custom title as described above. Corporate logo will also be included.
- Web updates will include the custom title as described above. Corporate logo will also be included.
- Includes 6 pages of advertising in *WakeBoarding Magazine* to maximize sponsorship. \*
- Includes a web advertising package worth \$10,000 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship.\*
- Includes a custom-skinned video player for all Wake House videos
- Includes rights to have your athletes' videos from the Wake House available on your website.
- Includes two custom e-Newsletters to *WakeBoarding's* online subscribers valued at \$6,000 to help maximize the sponsorship.\*
- Sponsor to provide sample product at the House.
- Sponsor will have the opportunity to display banners at the House.
- Includes one 2-person week at the camp free of charge (not including airfare, incidentals, etc.).
- Rights to opt-in email addresses generated by Wake House promotions.

Presenting Sponsor \$15,000

Includes your brand's name in the property's title such as *WakeBoarding Magazine's* Wake House, presented by [Insert your name here].

- All pre-event marketing and promotion will include the custom title as described above. Corporate logo will also be included.
- All post-event marketing, promotion and editorial coverage will include the custom title as described above. Corporate logo will also be included.

- Web updates will include the custom title as described above. Corporate logo will also be included.
- Includes 3 pages of advertising in *WakeBoarding* Magazine to maximize sponsorship.\*
- Includes a web advertising package worth \$5,000 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship. \*
- Includes a custom-skinned video player for all Wake House videos
- Includes rights to have your athletes' videos from the Wake House available on your website.
- Includes one custom e-Newsletter to *WakeBoarding's* online subscribers valued at \$3,000 to help maximize the sponsorship. \*
- Sponsor to provide sample product at the House.
- Sponsor will have the opportunity to display banners at the House.
- Includes one, 1- person week at the camp free.
- Rights to opt-in email addresses generated by Wake House promotions.

#### Tow-Boat Partner

\$12,000

#### *ACCEPTING APPLICATIONS*

- All pre-event marketing and promotion will include the Tow-Boat sponsor's logo.
- All post-event marketing, promotion and editorial coverage will include the Tow-Boat sponsor's logo.
- Web updates will include the Tow-Boat sponsor's logo.
- Includes 2 pages of advertising in *WakeBoarding* Magazine to maximize sponsorship.\*
- Includes a web advertising package worth \$2,500 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship. \*
- Includes one custom e-Newsletter to *WakeBoarding's* online subscribers valued at \$3,000 to help maximize the sponsorship. \*
- Editorial produced at the Wake House will randomly feature photos of the Tow-Boat.
- Sponsor to provide two, top of the line, fully loaded boats for use at the House.
- Sponsor will have the opportunity to display banners at the House.
- Rights to opt-in email addresses generated by Wake House promotions.

#### Corporate Partner

\$5,000

- All pre-event marketing and promotion will include your corporate logo.
- All post-event marketing, promotion and editorial coverage will include your corporate logo.
- Web updates will include your corporate logo.
- Includes 1 page of advertising (2 half pages or 3 one third pages) in *WakeBoarding* Magazine to maximize sponsorship. \*
- Includes a web advertising package worth \$2,000 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship. \*
- Includes links of your athletes' videos from the Wake House to your website.
- Includes one custom e-Newsletter to *WakeBoarding's* online subscribers valued at \$3,000 to help maximize the sponsorship for an additional \$500. \*
- Sponsor to provide sample product at the House.
- Sponsor will have the opportunity to display banners at the House.

Industry Supporter

\$2,500

- All pre-event marketing and promotion will include your corporate logo.
- All post-event marketing and promotion will include your corporate logo.
- All editorial support will list your brand as a supporter.
- Web updates will include your brand as a supporter.
- Includes one 1/2 page ad in *WakeBoarding* Magazine to maximize sponsorship (convert to a full-page for \$1,500 more). \*
- Includes a web advertising package worth \$750 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship. \*
- Includes the right to buy one custom e-Newsletter to *WakeBoarding's* online subscribers valued at \$3,000 to help maximize the sponsorship for an additional \$1,000.\*
- Sponsor to provide sample product at the House.

Board/Product Sponsor

no charge

Must supply the House with five board-and-bindings packages for demos

OR substitute five life-jackets for one board AND/OR substitute five rope and handles for one board

- All pre-event marketing and promotion will include a thank you for supporting the event.
- All post-event marketing and promotion and will include a "thank you" for supporting the event.
- All Wake House editorial will list your brand as a Board/Product Sponsor.
- Web updates will include your brand as a supporter.
- Includes a web advertising package worth \$500 on [www.wakeboardingmag.com](http://www.wakeboardingmag.com) to maximize sponsorship. \*

\* All print and web advertising offered in sponsorship packages must be used in-addition-to and not in-place-of existing contracted advertising space. Additionally, all sponsorship advertising must be used in calendar year 2009.