

**South Central Chapter**



***SPONSORSHIP  
OPPORTUNITIES***

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**#1: Fur Rondy Iditarod Musher Sponsorship – Split support with ATA  
- \$1000 each**

- Can be combined with any of the Fur Rondy Sponsorships
- Banner will include Iditarod Musher Sponsor and year
- Last year's recipient of donation, Samatha LaLonde, won rookie of the year

**#2: Fur Rondy Platinum Sponsor: 2 Sponsorships available –  
Donation of \$2500**

- Above stage banner (4 x 5)
- On-stage introduction at the beginning of everyday
- Opportunity for sponsor to make brief announcement onsite
- Sponsor announced in social media and printed materials
- Sponsorship announced at monthly ATA meetings
- ATA merchandise to be determined
- Banner will be visible for 4 days included the fur and hide/horn auctions
- Typical in-person audience is 2000 plus over the 4 day period

**#3: Fur Rondy Gold Sponsor: 6 Sponsorships available – Donation  
of \$1500**

- Below stage banner (5 x 3)
- On-stage introduction at the beginning of everyday
- Sponsor announced in social media and printed materials
- Sponsorship announced at monthly ATA meetings
- ATA merchandise to be determined
- Banner will be visible for 4 days included the fur and hide/horn auctions
- Typical in-person audience is 2000 plus over the 4-day period

***FUR RONDY SPONSORSHIPS***<sup>3</sup>

#### **#4: Fur Rondy Silver Sponsor: 5 Sponsorships available – Donation of \$500**

- 4 x 3 banner will be located on trailers or fencing visible to audience
- Sponsor announced in social media and printed materials
- Banner will be visible for 4 days included the fur and hide/horn auctions
- Typical in-person audience is 2000 plus over the 4 day period

#### **#5: Fur Rondy Auctioneer Sponsor: 2 Sponsorships available - Donation of \$1000**

- Includes 4x3' Vertical banner on stage next to auctioneer
- Sponsor announced in social media and printed materials
- Opportunity to introduce auctioneer on stage
- Sponsorship announced at monthly ATA meetings
- Typical in-person audience is 2000 plus over the 4 day period

#### **#6: Fur Rondy Coffee Stand Sponsor: 4 sponsorship opportunities – Donation of \$250 per day, one sponsor per day**

- Opportunity to promote with signage across front of booth
- Donation will be used to purchase hot drink supplies
- Sponsor announced in social media and printed materials
- Typical in-person audience is 2000 plus over the 4 day period  
Booth will be manned by families,

***FUR RONDY SPONSORSHIPS*** 4

# ***YOUTH PACKAGES***

**16 YEARS OR YOUNGER**

## **#7: Youth Wolf Sponsorship Package – Donation of \$1000**

- ATA Membership dues
- ATA Magazine subscription (7 per year)
- All Trapping classes (examples snare making class, fur handling, tips and techniques)
- Trapping hands-on school (2 days in the field training)
- ATA logo Hoodie
- ATA Trapper Manual
- ATA Wolf Trapping Manual
- Traps (#5, 6 #3 coil spring, 6 #1 long spring)
- Snares (12 fox/coyote snares)

## **#8: Youth Wolverine Sponsorship Package – Donation of \$750**

- ATA Membership dues
- ATA Magazine subscription (7 per year)
- All Trapping classes (examples snare making class, fur handling, tips and techniques)
- ATA logo T-shirt
- ATA Trapper Manual
- Traps (6 #3 coil springs)
- Snares (12 fox/coyote snares)

# ***YOUTH PACKAGES***

**16 YEARS OR YOUNGER**

## **#9: Youth Marten Sponsorship Package – Donation of \$500**

- ATA Membership dues
- ATA Magazine subscription (7 per year)
- 3 Trapping classes (examples snare making class, fur handling, tips and techniques)
- ATA logo Beanie or hat
- ATA Trapper Manual
- Dozen 120 conibears

\*\*Note: Youth can be randomly chosen from a pool or selected by sponsor. Sponsors will be called out at monthly and annual meetings and given opportunity to say a few words. Youth will announce their sponsor at the beginning of each activity

# ***BUSINESS PACKAGES***

## **#10: Sponsorship of ATA event space including monthly meetings, classes, including Christmas Potluck and Annual meeting – Donation based on event space - \$100 up to \$300**

- Business will be called out in social media as sponsor of event
- Business will be allowed to leave cards or marketing at event
- Sponsor will be called out in monthly meeting prior to event
- Sponsor has option of bringing in signage or advertising materials

## **#11: Sponsorship of goods for training classes, grab bags, raffles etc – Donation based on event or activity**

- Primarily focused on small local businesses; SCCATA donation letter with EIN provided for tax deduction
- Business will be called out in social media as sponsor of event
- Business will be allowed to leave cards or marketing at event
- Sponsor will be called out in monthly meeting prior to event
- Sponsor has option of bringing in signage or advertising materials

## **#12: Corporate sponsorship targeting industry manufactures for high-value raffle – Donations of \$1000 and up**

- Promotion and testing of gear in Alaska findings promoted at ATA meetings
- Advertising of Sponsorship in Alaska Trappers Magazine
- 10% of proceeds will go directly to the ATA Scholarship Fund

# ***BUSINESS PACKAGES***

## **#13: Sponsorship of Wolf Trapping School – Donation of \$750**

- 2 Days of in the field training teaching the tips and tricks of wolf trapping in Alaska
- Sponsorship covers the cost of training facility and food for participants
- Sponsor will have banner displayed at the facility where training is to be held
- Sponsor will receive promotion in social media post and at monthly meetings
- Sponsor will have an opportunity to address the class to promote business
- Sponsor will have the opportunity to attend the class at no additional cost

## **#14: Sponsorship of Snare Making Class – Donation of \$500**

- This is a popular hands-on one-day class that teaches young and old trappers the proper way to make their own snares
- Students are mentored as they create 6 fully functional snares that can be used in the field
- Donation is used to cover the material costs of snares and associated hardware
- Sponsor will receive promotion in social media post and at monthly meetings
- Sponsor will have an opportunity to address the class to promote business
- Sponsor will have the opportunity to take part in the class at no additional cost

# BUSINESS PACKAGES

## **#15: Sponsorship of Sport Shows – Donation of \$600 per event**

### **\*\* Mat-Su Outdoorsman’s & Alaska Sportsman’s Show, Iditarod Restart**

- ATA’s vision is to interface with the community by attending sportsman’s shows
- We are looking for sponsors to cover costs at the Anchorage Sports Show and Mat-Su Sportsman’s show
- Sponsoring business will be highlighted in social media and at monthly meetings
- Business will be clearly represented at the booth during the event

## **#16: Shared Trails presentation sponsor – Donation of \$250 per event**

- This is our community outreach program that teaches the public how to recognize traps on shared trails and safely release their pet from an unintentional catch scenario
- Our program runs several hours and includes a video presentation and hands-on demonstration of how traps work and techniques to easily release your pet
- Sponsoring business will be highlighted in social media and at monthly meetings
- Business will be promoted during the program as well and are encouraged to attend

## **#17: SCCATA Annual Business Supporter – Donation of \$1000**

- Business will be proudly displayed on all social media posts and events
- Business will be promoted at all monthly meetings and events to include Fur Rondy

## **#18: SCCATA Lifetime Business Supporter - Rules and Conditions Apply – Donation of \$5000**

- Business will be proudly displayed on all social media posts and events
- Business will be promoted at all monthly meetings and events to include Fur Rondy
- Business will be provided a number and plaque in appreciation of donation

# ***SCHOLASTIC SCHOLARSHIP OPPORTUNITIES***

## **#19: Monetary Donation to Keith Bayha College Scholarship fund – Any amounts accepted**

\*\* Application qualifications, programs, and scholarship levels available upon request

- Recognition at monthly and annual ATA meetings
- Social media recognition
- Donor announced at award presentation

# Alaska Trapper Magazine

7 Issues per year + 1 Calendar – Over 1200 readers

## Advertising Dimensions



Full Page

8.5x11  
full bleed for  
inside covers



1/2 Page  
Horizontal

5.25x8.25



1/2 Page  
Vertical

8.25x5.25



1/4 Page  
Vertical

5.25x4



1/4 Page  
Horizontal

4x5.25



Business card  
Vertical

3.5x2



Business card  
Horizontal

2x3.5



Calendar single  
column

5x1.825



Calendar double  
column

10.5x1.825

## Advertising Rates

		PER ISSUE	PER ISSUE
<b>Covers Full Color</b>	<b>Single Ad</b>	<b>3 placements</b>	<b>7 placements</b>
Front Inside	\$330.00	\$313.50	\$297.00
Back Inside	\$270.00	\$256.50	\$243.00
<b>Center Color Page</b>			
Full	\$300.00	\$285.00	\$270.00
1/2 Vertical	\$180.00	\$171.00	\$162.00
1/2 Horizontal	\$180.00	\$171.00	\$162.00
1/4 Vertical	\$102.00	\$96.90	\$91.80
1/4 Horizontal	\$102.00	\$96.90	\$91.80
<b>Black and White</b>			
Full	\$180.00	\$171.00	\$162.00
1/2 Vertical	\$150.00	\$142.50	\$135.00
1/2 Horizontal	\$150.00	\$142.50	\$135.00
1/4 Vertical	\$90.00	\$85.50	\$81.00
1/4 Horizontal	\$90.00	\$85.50	\$81.00
Business card Vertical	\$78.00	\$74.10	\$70.20
Business card Horizontal	\$78.00	\$74.10	\$70.20
<b>Calendar Full Color</b>			
Front Inside	\$330.00	\$313.50	\$297.00
Single Column	\$120.00	\$114.00	\$108.00
Double Column	\$198.00	\$188.10	\$178.20