



http://www.purdueballroom.org

Purdue Latin & Ballroom Dance Club
Purdue University
Stewart Center Box 615
128 Memorial Mall
West Lafayette, IN 47907-2034
Info@purdueballroom.org

June 22, 2011

Dear Business Owner,

The 14th annual Purdue Ballroom Classic will be held on November 5th, 2011 at the Purdue Memorial Union South Ballroom. This event brings over 1500 competitors and spectators from around the Midwest to the Purdue campus. Each year we offer advertising opportunities for local businesses and interest groups. The advertisements can be placed in our Classic Program or on our website. The Classic Program is given free to every competitor and is also available to spectators. Whether you are a local business looking to attract out of town visitors, Purdue students and local residents, or a company seeking publicity for your website or catalogue, this provides a unique advertising opportunity. In addition, your advertisement and contributions will help us continue this annual event. Advertisements are priced as follows:

Hang your banner at the event:.....\$200

Website advertising:

Full banner (linked to your website) on Competition Home Page\$250

Text link (without banner) to your website\$100

- Advertisements will remain online until November 5th, 2012
• The website is viewed by over 400 competitors and over 1500 spectators who attend the event.

Advertisements in Event Program:

Business card\$40

1/4 Page\$70

1/2 Page\$100

Full Page\$150 (free weblink)

Flyers/Coupon inserts in program/Registration packets.....\$100*

* Flyers/Coupons are provided by vendor (up to 300 copies accepted)

Name an Event\$125

Vendor Space.....\$200

Special Sponsorships**

Gold Star level\$1500

Gold level\$1000

Silver level\$750

Bronze level\$500

** Special recognition will be given to all Gold Star through Bronze level sponsors in print on our Classic Program as well as on our website and through special announcements during the event.



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Submitting advertisements

Format

- **Program Ads** must be black and white and either copy ready or in electronic form.
- **Website Banner Ads** must not spawn popups or contain any audio. Simple non-Flash, and not flashing, animations are allowed. No adult or questionable content. Images are limited to 20-30K JPEG, GIF, or PNG

How to submit an Ad

- Send an electronic version of your **Program Ad** to classic@purdueballroom.org or mailed to the address below.
- **Website Ads** can be sent to webmaster@purdueballroom.org

Deadline

Advertisement submissions are accepted starting September 6th, 2010, and must be received by **October 15th, 2011.**

Payment

Please mail a check (payable to Purdue Latin and Ballroom Dance Club) along with the enclosed request form to:

Purdue Latin and Ballroom Dance Team/Club
RE: Purdue Ballroom Classic 2010
Attn: Rushika Perera
Purdue University
Stewart Center Box 615
128 Memorial Mall
West Lafayette, IN 47907
Ph: (949) 929-8749

The Purdue Ballroom Dance Team/Club is a non-profit organization and is not financially supported by the university. Therefore, we would like to thank the generous donations from our sponsors.

We appreciate your support. If you have any questions, please contact me by email at classic@purdueballroom.org

Sincerely,

Rushika Perera
Purdue Ballroom Classic Chair (compchair@purdueballroom.org)



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14th Annual Purdue University Ballroom Classic
Advertising Request Form

Organizational Information:

Name:
Address:
Phone #:
Email:

Advertisement Requested (Please Check):

- Hang your banner at the event...\$200
Website advertising:
Full banner (linked to your website) on the Competition Home Page...\$250
Text link (without banner) to your website ...\$100
Advertisements in Event Program:
Business card ...\$40
1/4 Page...\$70
1/2 Page...\$100
Full Page ...\$150 (free weblink)
Flyers/Coupon inserts in program/Registration packet...\$100
Name an Event ...\$125
Vendor Space...\$200
Sponsorships:
Gold Star level ...\$1500
Gold level...\$1000
Silver level ...\$750
Bronze level ...\$500

The Purdue Ballroom Dance Team thanks you for your support