



FRIENDS OF THE MARLINS

Sponsorship Opportunities

1. Marlin Meet Program

This publication is produced yearly. It is distributed at all of our home meets beginning in November. The Marlins host 8 meets throughout the short and long course seasons. It is a long standing tradition highlighting our nationally regarded program, the graduating seniors, and our sponsors. There are two types of advertisements available.

Business Ads: Do you have a favorite business you visit regularly? Or do you own your own business? Support the Marlins with advertising in the Meet Program. There are three sizes available, full page, half page and quarter page ad. See attached specification sheet for prices and exact dimensions. All prospective ad list submissions should be sent to Lori Witkowski (lwitkowski@cincy-marlins.com). Please include the businesses you would like to contact, Family name & location site where your child swims. **(80 % of funds collected go directly to your swimmer's dues up to a maximum credit of \$599.)**

Swimmer Ads: Highlight your graduating senior, or your young swimmer in their favorite swimming picture. The swimmer ads are available in 1/4 page (3.75x5). Design help is available at no charge. All all swimmer ads are \$150 each.

2. Website Sponsor

Do you know a business that would like to be a premier partner with the Marlins? Highlight their company logo on our website? As a website sponsor you are a premier partner with Marlins and receive the benefits of being a part of a nationally recognized swim program. As a premier partner, your logo will be featured on our website, in all of our heat sheets as well as our sponsor page of the Meet Program. The Marlins receive over 500,000 page views to our website yearly. Your company logo will be featured on our website with a direct link. See the Google Analytics attached for more information.

(Please do not approach our corporate sponsors:

LaRoses, Pepsi, McNerny, TYR, Slim Furniture, Beacon, Swimville, Northside Bank, LPK & Hyatt Place)



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Website Sponsor

1. Website Sponsor

Website sponsorship begins \$1200. This includes your company logo on our website, on all our heat sheets, as well as on our sponsor page in the Meet Program. For additional sponsorship opportunities, including your company banner displayed inside Keating Natatorium please contact Mark Dulle at mdulle@cincy-marlins.com.

Cincinnati Marlins website Google Analytics:

- 532,743 page views (This is up 1% compared to last season)
- 109,548 sessions (A session is the number of users actively engaged with the website.)
- Average session lasts 4.08 minutes and includes 4.9 pages
- 26,266 Users. (Users are defined as people that have had at least one session, or visit to the site, within the selected date range. Includes both new and returning people.)
- 22.6% (5,936) of these were new
- Average 2186 active users a month
- 74% of the users are between the ages of 35 and 54
- 17% are 18 to 34
- 63% of the users are female
- 43.5% of our visitors come directly to the site
- 50% arrive via a search
- 4.8% are referred from another site (i.e. USA Swimming, etc.)
- 1.6% are driven by our social media (almost all of this is Facebook)



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Meet Program

Please include business name and family name. All artwork should be submitted in the following electronic format: Adobe Illustrator & Photoshop files, .jpg or Adobe .pdf files. Please note publication trim is 8.5x11, 300dpi image resolution. All artwork should be either black & white or color, with no bleeds.

October 18, 2019 Deadline to email prospective businesses. We strongly encourage you to get your list of businesses in early to ensure the business is not already taken by another family.

November 1, 2019 All artwork and payment is due. The meet program is printed by our first home meet in November, make sure you have your artwork submitted.

Ad Size	Dimensions	Cost
Full Page (Premium)	7.5 x 10	\$850
Full Page	7.5 x 10	\$400
Half Page	7.5 x 5	\$250
Quarter Page	3.75 x 5	\$175
Swimmer Ad	3.75 x 5	\$150

•• PREMIUM SPONSOR
There are three spots available for inside front cover, inside back cover, and back cover. Sold first come first serve.

Name of Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person/Phone #: _____

Size of Ad: Full Page _____ Half Page _____ Quarter Page: _____

Reuse artwork from prior year (if applicable) _____

Marlins Member: _____

If Submitting a Swimmer Ad - Name of Swimmer(s): _____

Send all artwork to Lori Witkowski at lwitkowski@cincy-marlins.com by November 1, 2019

Make all checks payable to Cincinnati Marlins

Mail Payment to Cincinnati Marlins/Lori Witkowski 7957 Millwheel Way, West Chester, OH 45069