

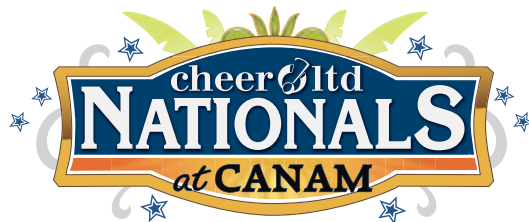
# Our Event is Reserved for You

● ● ● if you're good enough



## NATIONALS advertising packet 2012

● Bring your BEST to meet THE BEST at Cheer Ltd Nationals at CANAM March 16-18, 2012 ●  
Myrtle Beach, SC ● [www.cheerltd.com](http://www.cheerltd.com) ● 800 477 8868



# NATIONALS ADVERTISING PACKET 2012

*The Cheerleading World's BEST Cheerleaders and Parents...  
Really...over 20,000 of them for three days in Mid-March in Myrtle Beach!  
They must eat and shop somewhere – Will it be at your place?*

*Advertise with Cheer Ltd. Nationals at CANAM  
Make OUR customers, YOUR customers!*

## EARLY BIRD SAVINGS OF 50% OFF UNTIL SEPT 1ST!\*

*\*discount for event program advertising only*

It is Cheer Ltd.'s task to deliver 20,000 customers to Myrtle Beach, but it's up to you to take advantage of the \$3.2 million they will spend with Myrtle Beach businesses in three days!

If you are a business in Myrtle Beach, SC or a national company that caters to the cheerleading industry, you simply cannot miss this opportunity! The 2012 Cheer Ltd. Nationals at CANAM is celebrating its 24th year and is back again in Myrtle Beach bringing a minimum of 5,000 cheerleaders and over 15,000 spectators to the immediate area in Mid-March! Cheer Ltd. Nationals at CANAM is one of the largest cheerleading competitions in the U.S. and is held at the Myrtle Beach Convention Center the week of March 14 – 21, 2012.

We offer a wealth of opportunities for you to reach these 20,000 visitors to Myrtle Beach directly. In addition, for the FIRST TIME EVER Cheer Ltd. is offering 20 vendor booths to companies that would like to sell to our cheerleaders and dancers! (No food or apparel may be sold.) Just look at a few of the possibilities...

- ▶ PROGRAM ADVERTISEMENTS
- ▶ PRINTED/ONLINE RESTAURANT GUIDE
- ▶ SOCIAL MEDIA - FACEBOOK AND TWITTER PROMOTION
- ▶ TARGETED EBLASTS
- ▶ VENDOR SPACE

There are so many ways to make our customers your customers! I look forward to working with you this year! Please feel free to call our office to request a copy of last year's official Cheer Ltd. Nationals at CANAM Commemorative Program or with any questions, (800) 477-8868. Check us out at [www.cheerltd.com](http://www.cheerltd.com).

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# IS YOUR BUSINESS GOOD ENOUGH?

*If you think your business has got what it takes to be in front of THE BEST, then read on...*

Cheer Ltd is offering TEN different ways for OUR customers to become YOUR customers! Pick what which would promote your company best and let us know as soon as you know so we can reserve your space.

Don't let Sept 1st slip by if you want an ad...it's the best deal!

## 1 advertisement in the 2012 CHEER LTD. NATIONALS at CANAM EVENT PROGRAM

Select the size and color or black/white and add to your order form

AD SIZE & SPECS	EARLY BIRD PRICING (reserve ad space and pay by SEPT 1 AND receive 50% OFF!)	B/W AD PRICING	FULL COLOR PRICING (4C - CMYK)
<b>Full Page</b> 8.75" x 11.25" bleed 8.5" x 11.0" trim size <i>PDF ARTWORK DUE JAN 16, 2012</i>	▶ <b>\$425 B/W</b> ▶ <b>\$650 Full Color</b>	<b>\$850</b>	<b>\$1300</b>
<b>Third Page Vertical</b> 3.25" x 11.25" bleed 3.0" x 11.0" trim size <i>PDF ARTWORK DUE JAN 16, 2012</i>	▶ <b>\$300 B/W</b> ▶ <b>\$475 Full Color</b>	<b>\$600</b>	<b>\$950</b>

## 2 BASIC LISTING IN THE 2012 CHEER LTD. NATIONALS' DINING GUIDE

Basic listing includes company name and contact info in b/w

\$75

## 3 ENHANCED LISTING IN THE 2012 CHEER LTD. NATIONALS' DINING GUIDE

You provide a FULL COLOR ad to be included in the 2012 Cheer Ltd Nationals' Dining Guide. When your payment is received, a Facebook and Twitter message will be posted. BONUS: your company will be listed in a coaches eUpdate. (4" x 5.25" no bleeds)

\$250

## 4 PEP RALLY REPRESENTATION/MASCOT

A Weekend Kick-Off Celebration, "The Cheer Y'all Pep Rally" will be held Friday night, March 16. Coaches, athletes, and fans are invited for an energetic, activity-filled event which could include you! Bring your mascot or a representative to hand out flyers, coupons, or even offer photo ops.

\$150

## 5 JUMBO SCREEN ADVERTISEMENT IN ALL PERFORMANCE ARENAS

You provide a FULL COLOR ad to be projected onto 4 jumbo screens (2 each arena) throughout the competitive events Friday, Saturday, and Sunday. Ads rotated in between performances. (Specs provided later if you select this option)

\$150

## 6 TARGETED ADVERTISEMENT ON USB WRISTBAND

An estimated 600 coaches will receive a USB wristband at registration that includes event details AND ads! Hurry...LIMITED SPACE AVAILABLE! You provide a FULL PAGE pdf ad and we'll load it on every coaches' wristband!

\$150

## 7 VENDOR BOOTH - SINGLE STANDARD

FIRST TIME EVER! Vendor booth space will be offered to the first 20 companies. Sorry - NO FOOD OR APPAREL ALLOWED. Schedule: Set up is Thursday, March 15; Selling times are approximately 9am - 9pm Friday, Saturday, and Sunday March 16 - 18. (Booth Specs - location: inside arena(s), decoration: 8'x10' black pipe/drape, 8' skirted table, 1 chair; Add \$200 for electricity)

\$1000

## 8 ADVERTISING BUNDLE \* \$850 SAVINGS

Includes the following: #1 - Full Page Color Ad, #3 - Enhanced Listing in Dining Guide, #4 - Pep Rally Rep/Mascot, and #5 - Jumbo Screen Ad.

\$1000

## 9 VENDOR BOOTH/ADVERTISING BUNDLE \* \$850 SAVINGS

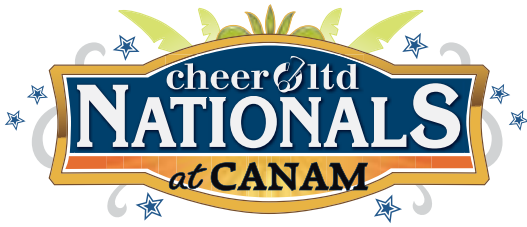
Includes the following: #1 - Full Page Color Ad, #5 - Jumbo Screen Ad, and #7 - Single Booth w/ Electricity if requested. BONUS: Your giveaways will be added as "fan throwouts" throughout the weekend.

\$2000

## 10 ULTIMATE ADVERTISER...FOR ONE BEST COMPANY ONLY!

LIMITED TO ONLY ONE ULTIMATE Advertiser! Every USB Wristband will be customized with your logo screened on the outside (1 color). You also get #1 - Full Page Color Ad, #5 - Jumbo Screen Ad, #6 - Targeted Ad that links directly to your site, #7 Single Booth w/ Electricity (if requested) in a PRIME booth space. BONUS: Facebook and Twitter promotion, logo and link included in all eUpdates to parents and coaches and on www.cheerltd.com!

\$4000



# advertising & BOOTH order FORM

\_\_\_\_\_ is purchasing the following advertising/vendor booth space for Cheer Ltd.  
Company Name  
 Nationals at CANAM being held March 16-18, 2012 at the Myrtle Beach Convention Center. Ads must be submitted to Cheer Ltd. no later than January 16, 2012: sent on CD or emailed to lisat@cheerltd.com. File sizes larger than 8MB must be uploaded via ftp or sent on a cd. Contact Lisa Thompson for details. A confirmation email will include any specs you will need for your specific order. Thank you and we look forward to making OUR BEST some of YOUR BEST!

Option Number (circle one per row)	Amount	Notes (list ad size & color or black/white here)
1 2 3 4 5 6 7 8 9 10	\$ 2000	Want electricity & full page ad incl.
1 2 3 4 5 6 7 8 9 10	\$	
1 2 3 4 5 6 7 8 9 10	\$	
1 2 3 4 5 6 7 8 9 10	\$	
1 2 3 4 5 6 7 8 9 10	\$	
TOTAL	\$	<input type="checkbox"/> Check <input type="checkbox"/> VISA/Mastercard

### Credit Card Authorization:

VISA/MC # \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_ Exp \_\_\_\_ | \_\_\_\_ VISA Vcode \_\_\_\_\_

I authorize the total amount listed above to be charged immediately upon receipt.

Cardholder Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Website www. \_\_\_\_\_

### Marketing/Advertising Contact:

Name \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

### Basic Listing Information for Nationals' Dining Guide (if different than above):

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Website www \_\_\_\_\_ Phone \_\_\_\_\_