



## Club Guidelines for Commercial Sponsorship/Membership -

The objective of the AWSC commercial sponsorship/membership program is to promote to businesses, the benefit of marketing to Wisconsin's snowmobilers and to help support the local snowmobile clubs. For each commercial sponsor a club brings into the AWSC, **a portion of the fee is retained by the club.** For a standard sponsorship, the club retains \$10; a premier sponsorship, the club retains \$20.

The **benefits** of commercial sponsorships are:

- The opportunity to get their business in front of our 40,000+ family members on the AWSC website for 12 months.
- A commercial listing (insert) in three issues (Oct, Dec & Feb) of the ***Wisconsin Snowmobile News (WSN)*** magazine.
- Receive seven (Sept-Mar) issues of the ***Wisconsin Snowmobile News (WSN)***.
- Commercial sponsorship **DOES include membership in the AWSC.**
- As an AWSC member, **they are eligible** for a discounted (\$10) trail pass **for their personal owned snowmobiles.**
- Supports your snowmobile club; as the club retains a portion of the sponsorship fee.
- Commercial membership window decal.

### The two (2) types of commercial sponsorships:

**Standard \$45/year (Club retains \$10, send to AWSC \$35)** include:

- Business listing (insert) in October, December & February issue of the ***Wisconsin Snowmobile News***, the official magazine of the AWSC.
- Receive seven issues of the ***Wisconsin Snowmobile News*** (September-March).
- Business will be highlighted on the AWSC website for the length of your membership which is 12 months.

**Premier \$95/year (Club retains \$20, send to AWSC \$75)** include:

- **Receive the same benefits as the "Standard Listing" plus the AWSC will provide a hot link to their business website.**

### Submitting a New Commercial Sponsor

Please use the AWSC commercial sponsorship form when submitting "new" sponsors. The form can be found on the AWSC website at **[www.awsc.org](http://www.awsc.org)**, click on **Clubs > Club Forms**. If you are an online user you can add the Commercial sponsor/member online **with all the required information.** Commercial sponsors are relying on your club to provide the AWSC with **all** the necessary information regarding their business.

Please take the time to add phone numbers and website links!  
Once added to the AWSC database, a confirmation note (copy enclosed), AWSC membership card and Commercial Sponsor decal is sent directly from the AWSC office to the business explaining that the information the AWSC has on our website for their business came from their local snowmobile club. They are directed to our website and asked to verify the details and contact the office with any changes.

Please Note: A commercial sponsor can only belong to 1 club. There is no benefit to the Commercial Sponsor to belong to more than one club as a sponsor as they are only listed one time on the website and one time in the ad insert!

### **Business Owner Name – Now Required!**

Ten dollars of the commercial sponsorship fee goes towards membership in the AWSC. Commercial sponsors are eligible to purchase the discounted (\$10) trail pass.

**In order to verify their eligibility with the State of WI, the AWSC NEEDS to have the first and last names of the business owner in the business profile of our database if they are interested in a discounted trail pass for their snowmobile. You can either add it if you have online capability or you can email it to [lorip@awsc.org](mailto:lorip@awsc.org) and we'll add it.**

Snowmobiles registered to a business are required to purchase a trail pass at the normal price of \$30.

### **Commercial Invoices**

If your club is interested in having the AWSC office generate invoices for your commercial sponsors, please call the office at 608.846.5530 or email; [lorip@awsc.org](mailto:lorip@awsc.org) to request commercial invoices.

### **Wisconsin Snowmobile News (WSN) Business Insert**

To ensure commercial sponsors get into the *Wisconsin Snowmobile News (WSN) magazine* business insert in October, December and February issues, renewals must be received in the AWSC office by 8:00 a.m. on the dates noted.

<u>WSN Issue</u>	<u>AWSC Office Deadline</u>
October Insert.....	<b>August 21, 2018</b>
December Insert.....	<b>October 21, 2018</b>
February Insert.....	<b>December 21, 2018</b>

### **Bad Address**

If we get the confirmation note sent back or a magazine – we will forward this onto you to correct! The business will be marked with a bad address and will not receive the WSN magazine. Please make sure we have the correct mailing address and physical address!