



Dear Friend,

Each year in late October, the DC gay and lesbian bowling community hosts the Capital Halloween Invitational Tournament (CHIT). The tournament brings GLBT bowlers together in competition and camaraderie. Hundreds of bowlers from across the United States and Canada attend the event each year. This year we are proud to celebrate our 28th annual event the weekend of October 30-November 1, 2009.

The DC community has a reputation for hosting a first-rate tournament, and this year will be no exception. This year's theme will be "High Seas Halloween" Festivities will include great raffles, evening hospitality parties, incredible fundraising events and a stellar awards banquet.

In addition, the CHIT committee works hard to raise funds for local charities. We have set aggressive targets for our fundraising goals. To achieve our goals, we need the support of the community. We are accepting sponsorship from individuals and businesses. Sponsorship can include cash, prizes, in-kind donations, merchandise and discounts for services. No donation is too small, however those who donate larger amounts will receive promotional opportunities during our event. Attached is a list of benefits at the various levels.

Thank you for your consideration of our request. If you choose to contribute, please complete the attached sponsorship agreement and mail it with your contribution to **CHIT 2007, P.O. Box 7612, Arlington, VA 22207.**

In Unity & Fellowship,  
Robert Fontaine  
Director of Marketing

## SPONSORSHIP

This year, the Capital Halloween Invitational Tournament celebrates its 28th year, and we are extending an invitation to individuals and businesses to support the event through sponsorship. Sponsorship can include cash, prizes, in-kind donations, merchandise and reduced rates. Interested sponsors have the choice of the four levels of sponsorship listed below. Sponsorship will be used to enhance the experience of our guests and to raise funds for local charities. During our first 27 years, the CHIT committee has raised thousands of dollars for local charities. This year will be no exception. With the support of our sponsors, we plan to make our 28th year an event to remember.

### PLATINUM LEVEL

*Commitment Required: \$1,000 & over*

All benefits of Gold Level plus...

- Option to hang banners during CHIT events
- An invitation to the awards banquet on November 2

### GOLD LEVEL

*Commitment Required: \$250*

All benefits of Silver plus...

- Increase ad to full page in Souvenir Program
- Logo on Web site and Tournament Application
- Special Acknowledgement at the Awards Banquet

### SILVER LEVEL

*Commitment Required: \$100*

All benefits of Bronze plus...

- Increase ad to half -page in Souvenir Program
- May include promotional material in welcome packets

### BRONZE LEVEL

*Commitment Required: \$50*

- Listing on CHIT Web site
- Acknowledgement in Banquet Program
- Quarter-page size ad in Souvenir Program

## ADVERTISING

One way to promote your business's goods and services is to advertise in our Souvenir Program. All of our participants and guests will carry the program with them during the weekend. The program will include important information regarding the weekend's schedule, directions, the host hotel, the bowling center, the best of gay DC, as well as special contests. Shouldn't our participants read about your business as well?

PRICING:	¼ page	\$25
	½ page	\$50
	Full page	\$100

AD SIZES	Actual Size (width x height)
¼ page	2 ¾" x 4 ¼" (vertical orientation) —or— 5 ½" x 2 1/8" (horizontal orientation)

½ page 5 ½" x 4 ¼"

Full page 5 ½" x 8 ½"

### AD SPECIFICATIONS

- Page size is 5½" wide x 8½" high
- Bleeds available for the back cover only
- All ads should be high resolution—300 dpi
  - All color ads should be in CMYK
  - All B&W ads should be in grayscale

Camera-ready ads may be submitted in the following ways:

- By e-mail or CD as a PDF, EPS, or TIFF file with all fonts and graphics embedded
- FTP instructions are available for files larger than 6MB

# CHIT 2009 SPONSORSHIP/ADVERTISING AGREEMENT

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Web site: \_\_\_\_\_ Link to CHITDC.org?  Yes  No

**Level of sponsorship** (please check one):

- Bronze (\$50 - \$99)
- Silver (\$100 - \$249)
- Gold (\$250 - \$999)
- Platinum (\$1,000 and over)

**Level of advertising** (please check one):

- ¼ page (\$25)
- ½ page (\$50)
- Full page (\$100)

**Awards Banquet**

Platinum level sponsors receive two guest invitations to our Reception and Awards Banquet on Sunday, November 1, 2009. So that we can plan accordingly, please complete the Award Banquet section to the right of the Platinum level above.

**Platinum Sponsors**

\_\_\_\_\_ Guest(s)  Will  Will not attend the Reception and Awards Banquet at the Renaissance Washington Hotel (999 9th St. NW) on Sunday, November 1.

**Souvenir Program**

All levels of sponsorship allow for advertising in the CHIT XXVIII souvenir program. The deadline for ad submission is **Wednesday, September 30, 2009**. If your company or business wants to be included in the program, please submit your ad electronically to **rob@avantedgemedia.com**. You will receive an e-mail confirmation within 24 hours of your submission.

**Other**

Many of the levels above allow for inclusions in the registration packets and/or display of banners. Items for the packets and banners must be received by the committee no later than **Friday, October 2, 2009**.

Completed agreements, and checks made payable to "CHIT," can be given to your CHIT representative or mailed to:

**CHIT 2008  
P.O. Box 7612  
Arlington, VA 22207**

Thank you for your support!