



Promoting Paddling and Conservation Since 1954

# 2017 MEDIA KIT





# membership AND circulation

**Colorado Whitewater** (also known as CW) is a 501(c)3 non-profit, all-volunteer organization that promotes whitewater sports in the Rocky Mountain region. We introduce new kayakers to whitewater, teach paddling techniques, promote and teach whitewater safety, and support racing and freestyle kayak competitions. In addition, our mission is to inform the public about river access, conservation, and other general issues concerning rivers and wilderness, while working to resolve problems related to those issues.

## MEMBER DEMOGRAPHICS

Our members have a passion for whitewater kayaking. Whether they are planning day trips, multi-day/overnight trips, or play sessions at the play parks, they are all about getting on the rivers whenever they possibly can.

Skill levels vary—with new members just learning to kayak (class II), seasoned kayakers advancing their skills and teaching others (class III-IV), and experienced kayakers seeking the best adrenaline-pumping runs and being mentors to newbies (class V). Most of our members explore the rivers in hard-shell kayaks, but some use inflatable kayaks, stand-up paddle boards, and many also own rafts so they can support overnight camping trips on the river and/or bring their family along.



Our members are primarily located in the Denver-metro area, but also spread throughout Colorado (ie, Fort Collins, Salida, Buena Vista, Vail, Grand Junction, Durango), Utah, New Mexico, Wyoming, and a few other states.

## OUR COMMUNITY

### ***The Spray Monthly E-Newsletter:***

1,100+ Email Subscribers  
Avg. 33% Open Rate  
8% Click-thru Rate

### **Facebook:**

1,100+ Likes to CW Page  
700 Likes to CW Group

### **Website:**

2,218 Monthly Visits  
7,087 Monthly Page Views  
3.2 Pages/Session  
Avg. 3 Minutes/Session

DATA UPDATED: 02/17

# annual sponsorships

Become an annual sponsor of Colorado Whitewater and enjoy advertising to our boating community throughout the entire year. Product donations for our events (raffle items and giveaways) will be considered for trade toward annual sponsorships – only worth the wholesale cost of the product and can only be a maximum of half the total sponsorship cost. For more information, see “Event Sponsorships / Donations” on page 4.

Term: 12 months following registration date

## **PLATINUM SPONSOR \$630**

Benefits:

- Ad in *The Spray* Monthly E-Newsletter – 600x200 banner ad x 8 editions (value \$400)
- Two solo email/social media promotions deployed to CW members (value \$300)
- CW Corporate Membership for two people (approx. value \$60)
- Business listing on CW website - linked logo on homepage; logo, tagline, website on Sponsors page; linked name on Useful Links page (value \$40)

## **GOLD SPONSOR \$450**

Benefits:

- Ad in *The Spray* Monthly E-Newsletter – 600x200 banner ad x 6 editions (value \$300)
- One solo email/social media promotion deployed to CW members (value \$150)
- CW Corporate Membership for two people (approx. value \$60)
- Business listing on CW website - linked logo on homepage; logo, tagline, website on Sponsors page; linked name on Useful Links page (value \$40)

## **SILVER SPONSOR \$250**

Benefits:

- Ad in *The Spray* Monthly E-Newsletter – 300x250 banner ad x 7 editions (value \$210)
- CW Corporate Membership for two people (approx. value \$60)
- Business listing on CW website - linked logo on homepage; logo, tagline, website on Sponsors page; linked name on Useful Links page (value \$40)
- Option to purchase solo email/social media promotion deployed to CW members for \$100 (approx. 33% discount)

## **BRONZE SPONSOR \$180**

Benefits:

- Ad in *The Spray* Monthly E-Newsletter – 300x250 banner ad x 5 editions (value \$150)
- CW Corporate Membership for one person (approx. value \$30)
- Business listing on CW website - linked logo on homepage; logo, tagline, website on Sponsors page; linked name on Useful Links page (value \$40)
- Option to purchase solo email/social media promotion deployed to CW members for \$120 (approx. 20% savings)

# event sponsorships/donations

Every year Colorado Whitewater hosts specific events to bring its members together, encourage new members, and raise funds for the Club. Businesses or persons may sponsor an event with a monetary donation or donate in-kind gifts of products, time, and services for raffles and giveaways. We understand the importance of your generosity, and with your donation you are helping us raise funds to further our mission. To learn more about each event and sponsorship levels, contact Jodi Lee (info on page 5).

## Our Annual Events:

- March 16: National Paddling Film Festival
- April 22: South Platte River Clean-Up
- May 19-21: Training Camp
- June 1: Spring Dinner  
*Guest Speaker Steven Wright*
- Fall – TBD: BaileyFest  
*Event dependent upon water level*
- November 7: Fall Dinner

## Acknowledgements:

- Free admission for two at the event
- Announcement at the event
- In *The Spray* e-newsletter
- On the CW Facebook page
- On the CW website for the event
- On email promotions for the event
- On flyers or handouts
- On t-shirts (if applicable for event)
- Table set up at event (if applicable for event)

# a la carte rate card

## 1X BANNER AD IN THE MONTHLY SPRAY E-NEWSLETTER

### Ad sizes available:

- |                    |         |      |
|--------------------|---------|------|
| - Full Banner      | 600x200 | \$50 |
| - Medium Rectangle | 300x250 | \$30 |

## SOLO EMAIL / SOCIAL MEDIA PROMOTION - \$150

Your message will be deployed to our entire email list (approx. 1,100+), along with a post on the Colorado Whitewater Association Facebook page. Maximum of two promotions per year.

# ad specs, deadlines & more

## BANNER AD SIZES FOR THE SPRAY NEWSLETTER

(width x depth in pixels)



Full Banner 600x200



Medium Rectangle 300x250

## EMAIL BANNER AD REQUIREMENTS

**Acceptable file formats:** JPG, GIF, PNG

**File size:** Must be smaller than 50KB. Animated ads are not allowed.

**Ad due:** 1<sup>st</sup> of the month – You may submit a different ad for each newsletter. Include link where the ad will direct to.

**Submit to:** Email ad to Jodi at [jodilee23@gmail.com](mailto:jodilee23@gmail.com)

## SOLO EMAIL/SOCIAL MEDIA PROMOTION REQUIREMENTS

**Size:** Must be 600 pixels wide if sending HTML.

**Acceptable file formats:** HTML, JPG

(or coordinate with Jodi on what message you'd like to send and she'll design the email for you)

**Creative due:** Three days prior to deploy date

**Submit to:** Email creative to Jodi at [jodilee23@gmail.com](mailto:jodilee23@gmail.com)

## TAX DEDUCTIBLE

Colorado Whitewater is a 501(c)(3) nonprofit organization. Your contributions of money or property are tax deductible. Time and services are not tax deductible.

## CONTACT

**JODI LEE**

CW Publicity/Advertising Director

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