



CHAIN OF RECORDS 2021

OCTOBER 21-24

# Sponsorship Proposal

Presented by: **PRO ACTION SPORTS**

CHAIN OF LAKES - WINTER HAVEN - FLORIDA

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# INTRODUCTION

## Chain of Records 2021

Records were made to be broken. That's why we created this historic event back in 2015. Chain of Records has brought together water skiers from across the nation and around the globe with the ambitious goal of setting – or breaking – as many national, world, and Guinness water ski records as possible. It all started on the Lakes of Polk County Florida, March 31-April 5th, 2015. Thousands of spectators from across the country (and some from outside the US) witnessed the event. The 2015 event saw more than 175 water skiers, representing 15 states and 7 countries. They came to Central Florida to participate in the first Chain of Records event, and left national and world record holders. Memories and accomplishments were made that will be cherished for generations. 2017 went bigger and better! Nearly 300 participants from across the United States and 8 countries descended on central Florida to break 25+ national and world records.

Chain of Records is set once again for 2021 . . .



*"There's something pretty amazing about pulling off some of the most difficult & technical events in our sport with complete strangers who become like family after the event. Every hand on deck is necessary, from the organizers, to the skilled drivers & spotters, pickup boats, teams coming together to provide the correct equipment and costumes and the skiers."*

*- Kate D. (COR 2017)*

# INTRODUCTION

## WATER SKI CAPITAL OF THE WORLD

Preserving Central Florida's reputation as the Water Ski Capital of the World, Polk County Florida saw participation from the who's who of water skiing. In the line-up were water skiers from professional shows such as Tommy Bartlett's, LEGOLAND Florida, SeaWorld, and Cypress Gardens, in addition to several competitive amateur ski shows. The Chain of Records event also featured disabled water skiers, setting the first ever record for the most adaptive skiers behind one boat. The smiles and memories made will surely last a lifetime.

In 2016 and 2018, the Chain of Records event was awarded the "That's Incredible Award" presented by USA Water Ski. This is a discipline-wide award (currently there are 9 sports disciplines), voted on by all for only one organization that shines above the rest. We aim to please, and are confident 2021 will see many



more records fall, more participants and spectators at the event, and far more press coverage.

We hope that by reading this information, you will recognize our continuous efforts to better not only our organization, but the sport of waterskiing and boating as a whole. Feel free to join us here in Polk County Florida as we continue to promote our sport, and lay a path for future generations. All sponsors will receive VIP treatment. Let us know if you plan on being at the event so we can make your visit more enjoyable.

The watersports industry is very competitive. We rely heavily on partnerships and sponsorship to make events like these successful. The attached information is a breakdown of how your business can partner with this highly visible event. Our goals are this: 1. Cover our costs, which in turn allows us to continue to offer more water ski events, support others, and help grow our industry. 2. Promote your business and make you feel like this was an opportunity to get the word out, and promote your products and interests. Enclosed you will find how we can use our resources to extend your marketing efforts as well as introduce your company to various event organizers and other industry leaders to your property and/or brand.

Please feel free to contact us with any questions you might have, and thank you again for your consideration!



Shauna Pasanen  
Director



Angela Yauchler  
Director



Eric Gran  
Director



Nick Vickers  
Event Captain



Wendy Petzold  
Event Captain



Grace Petzold  
Event Captain



Kylie Wallace  
Event Captain



Brad Belcher  
Event Captain



Brad Satterlee  
Event Captain



Kurtis McMillan  
Safety Official

## COR COMMITTEE

These fine people are working hard to make this event a success. Their experience encompasses the breadth and depth of performance waterskiing.



Geno Yauchler  
Director



Jason Hook  
Boat Captain



## TITLE SPONSOR

**\$5000**

- › Corporate name included in the event title
- › Own the rights to the event record your company motors pull
- › Appetizers and beverages provided at event dinner
- › Recognition in all media releases about the Chain of Records 2021
- › Recognition in any/ all media advertisements promoting the Chain of Records (print, radio, television)
- › Public address recognition at event
- › Name recognition on social media
- › Name recognition on Chain of Records website
- › Logo recognition in print advertisements promoting the Chain of Records and logo placement on event directional signs
- › Free event vendor space any location
- › Name recognition in pre-event email
- › Event video edited and provided for your marketing use with your company logo displayed
- › Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- › Sponsor gift from COR Committee
- › Logo placed on the event poster displayed throughout Polk County



## PRESENTING SPONSOR

**\$2500**

- Appetizers and beverages provided at event dinner
- Recognition in all media releases about the Chain of Records 2021
- Recognition in any/ all media advertisements promoting the Chain of Records (print, radio, television)
- Public address recognition at event
- Name recognition on social media
- Name recognition on Chain of Records website
- Logo recognition in print advertisements promoting the Chain of Records and logo placement on event directional signs
- Video of overall event with your company logo displayed
- Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- Sponsor gift from COR Committee
- Logo placed on the event poster displayed throughout Polk County



## GOLD SPONSOR

**\$1500**

- Public address recognition at event
- Name recognition on social media
- Name recognition on Chain of Records website
- Logo recognition in print advertisements promoting the Chain of Records
- Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- Sponsor gift from COR Committee
- Logo placed on the Gold Sponsor level on event poster displayed throughout Polk County

## SILVER SPONSOR

**\$800**

- Name recognition on Chain of Records website
- Logo recognition in print advertisements promoting the Chain of Records
- Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- Sponsor gift from COR Committee
- Logo placed on the Silver Sponsor level on event poster displayed throughout Polk County



## BRONZE SPONSOR

**\$ 5 0 0**

- › Name recognition on Chain of Records website
- › Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- › Sponsor gift from COR Committee
- › Logo placed on the Bronze Sponsor level on event poster displayed throughout Polk County

## CONTRIBUTOR

**\$ 2 5 0**

- › Name recognition on Chain of Records website
- › Company information or promotional item piece in event goodie bags that are handed out to all athletes and officials for Chain of Records
- › Logo placed on the Contributor level on event poster displayed throughout Polk County

## DONATING CONTRIBUTOR

**\$20 - \$10,000**

This is for those who love what we are trying to do, but don't have a need to promote a company. The better the sponsorship and funding, the more we will be able to do with this event and promotions of our wonderful sport.

- Name recognition on Chain of Records website

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## Thank you!

We appreciate you taking the time to read our sponsorship proposal and look forward to discussing further how we can involve you as a key partner with the Chain of Records 2021. For further information, please contact:



**Geno Yauchler**

Phone: 863-660-2264

Email: [geno@floridawateranalysis.com](mailto:geno@floridawateranalysis.com)



# S p o n s o r s h i p   R e g i s t r a t i o n   F o r m

Sponsor Name:

Sponsor Category:

- ☐ Title   ☐ Presenting   ☐ Gold   ☐ Silver   ☐ Bronze   ☐ Contributor  
☐ Donating Contributor - Dollar Amount: \_\_\_\_\_

Contact Name:

Address:

City:

State:

Zip Code:

Tel:

Email:

Please either digitally fill out the document or print the document and mail it to the contact below.

We will distribute an invoice with payment details. Please email your company logo (high resolution) to: [chainofrecords@gmail.com](mailto:chainofrecords@gmail.com)



## C H A I N   O F   R E C O R D S

Geno Yauchler

516 Lake Lulu Dr. Winter Haven,

Florida 33880

863-660-2264

[geno@floridawateranalysis.com](mailto:geno@floridawateranalysis.com),

[www.chainofrecords.com](http://www.chainofrecords.com)