

*Gymstrada's team philosophy is gymnast success and team cohesion. Gymstrada strives to help beginning through advanced gymnasts reach their fullest potential. Each gymnast is considered an individual, as well as part of a team. Gymstrada encourages progress at each gymnast's own rate without any unnecessary pressure.*

September 23, 2013

Dear Patrons:

Gymstrada Gymnastics School is planning another competitive season this year. This year the Gymstrada Parents Association is celebrating 31 years of service to the Peninsula and Southside. We have set ourselves a fundraising goal that will ensure that the youth in our communities receive valuable training right here at home.

Gymstrada Gymnastics School has been in the business of teaching children since 1972 and has grown from a small 6,000 square foot facility to a 20,000 square foot facility in Kempsville. Gymstrada teaches children from the age of 18 months through high school and sponsors competitive teams from beginner Level 3 through Level 10. Presently, we have approximately 130 athletes who compete throughout Virginia and the United States, Canada, and the Caribbean. These athletes all have a dream to compete in College on scholarships. Unfortunately, many of them never reach these goals due to the high expenses associated with the sport and the necessary travel. Gymnastics clubs are all private organizations and team expenses are borne solely by the athlete's family.

The goal of our fundraising campaign is to raise \$10,000 to support Gymstrada gymnasts in our communities. We are asking you to make a pledge, a tax deductible contribution of \$200, purchase an advertisement in our meet program, or purchase advertising space (a banner) with your company's name on it in to be displayed in the gym and at all meets sponsored by Gymstrada during the 2013 - 2014 competition season. Gymstrada will be hosting the 2013 Rockin' Rudolph, as well as the 2014 Beach Classic at Ocean Lakes High School. Advertising banners or signs will be on display for thousands to see. Your sponsorship or advertising dollars will help talented and dedicated athletes fulfill their dreams, as well as provide your business with a great opportunity to reach a large market of potential customers for your business. Your sponsorships, donations and monetary contributions are tax deductible and allow you to enjoy the tax benefits a 501(c) (3) organization provides. See our rate sheet for more information about the different levels of sponsorship.

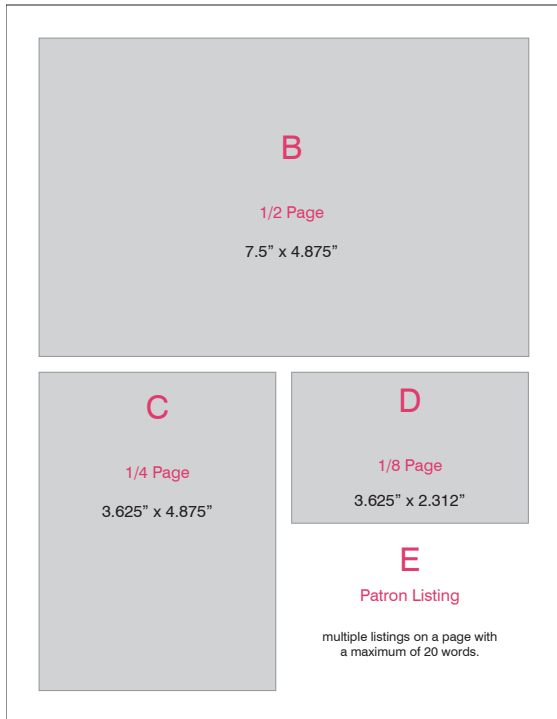
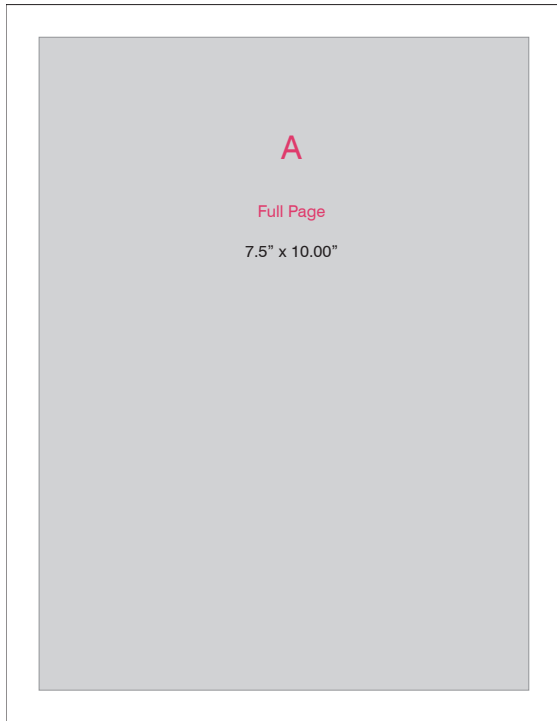
We look forward to helping promote your businesses and thank you in advance for helping these dedicated athletes reach their goals.

Best Regards,

Megan Burns  
Gymstrada Parent's Association President

# 2013-14 Meet Program Ad Rates and Specifications

The Gymstrada Parents Association (GPA) is a non-profit organization. Its goal is to provide funding and support for all of Gymstrada's competitive gymnasts. The GPA is able to offer valuable marketing opportunities for businesses to reach all of our daily patrons, as well as families from out of town by advertising in our Meet Program. It's a great way to affiliate your organization with a positive mission and help our youth achieve their fitness goals. Non-business related ad space purchases could be considered charitable contributions to the GPA, a non-profit organization.



## Ad Sizes

- A** Full Page, 7.5 x 10 inches + logo on GPA website for one year  
\$250
- B** 1/2 page, 7.5 x 4.875 inches + logo on GPA website for one year  
\$135
- C** 1/4 page, 3.625 x 4.875 inches  
\$75
- D** 1/8 page, 3.625 x 2.312 inches  
\$40
- E** Patron Listing  
Multiple listings on a page with a maximum of 20 words  
\$20

## File Format Specifications

Ads can be color or black/white. Preferred file format is PDF produced with Acrobat Distiller (PDF/A-1b:2005 or Press Quality). For jpgs, we require high resolution images (300 ppi). If images are originally 72 ppi (ie, taken with a digital camera), be sure the dimensions are large enough to compensate (ie, 20" x 29") for the lower ppi. If not, the ad may not come out with desired quality. Any questions, contact Nancy at [ads@gymstradaparents.com](mailto:ads@gymstradaparents.com).

## Submission

Email your Ad to [ads@gymstradaparents.com](mailto:ads@gymstradaparents.com). Please include your Ad Name in the subject line. Provide a hard copy of your Ad and copy of your contract to your Gymstrada Ad Representative when you submit your digital Ad.

For full and 1/2 page Ad purchase, you have the option to have your logo placed on the GPA website for one year. If you choose to exercise this option, send your logo to [ads@gymstradaparents.com](mailto:ads@gymstradaparents.com).

If you need an ad to be put together, please email logo, headline, text and photos to [ads@gymstradaparents.com](mailto:ads@gymstradaparents.com). Please include your Ad Name in the subject line.

## Deadline

November 15, 2013

# 2013-14 Meet Program Advertising Contract

We, \_\_\_\_\_, agree to advertise in the 2013-2014 Gymstrada Meet Program and agree to purchase an Ad of the following size checked below:

Patron Listing, \$20 (Up to 20 words). Please print your Patron Listing Ad using lines below:

\_\_\_\_\_  
\_\_\_\_\_

- 1/8 page, \$40       1/2 page, \$135 (includes logo on GPA website for one year)  
 1/4 page, \$75       Full page, \$250 (includes logo on GPA website for one year)  
 Check here if you do not want your logo on the GPA Website.

**We fully understand that the cost of this advertisement will be \$\_\_\_\_\_.**

The terms of this contract are hereby agreed to upon this \_\_\_\_\_ day of the month of \_\_\_\_\_ and the year of 2013.

## Authorized by

Advertiser / Contact \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature of Authorized person/employee \_\_\_\_\_

**GPA Ad Name** “ \_\_\_\_\_ ”

*Please use this “Ad Name” when sending ad materials via email in the Subject to ads@gymstradaparents.com.*

## Payment Info

Make check payable to Gymstrada Parents Association. Mail or deliver check and signed contract to:  
Treasurer/Meet Program, Gymstrada Parents Association, 5644 Parliament Dr., Virginia Beach, VA 23462.

## The Ad & Logo (to go on GPA website at no charge for 1/2 page and full page ads)

Email Ad materials and logo for GPA web (for 1/2 page and full page ads only) to ads@gymstradaparents.com. Please include the Ad Name in the Subject. Payment, signed contract, and Ad materials are due no later than November 15, 2013. Refer to the “2013-14 Meet Program Ad Rates and Specifications” page for further details on Ad sizes and acceptable file formats.

## Gymnast Info

Gymstrada team ad representative \_\_\_\_\_

Gymstrada gymnast you are supporting \_\_\_\_\_