



THE DES MOINES WINTER GAMES
January 30th-31st and February 1st , 2009

Presented By:



Media Sponsors:



www.dmwintergames.com



WHAT IS THE DES MOINES WINTER GAMES?

The Des Moines Winter Games is an opportunity for people in Des Moines and surrounding areas to embrace the season and promote outdoor activities in the spirit of winter fun.

WHERE WILL THIS EVENT BE HELD?

The Des Moines Winter Games will take place in five locations: Sleepy Hollow Sports Park, Brenton Plaza, Western Gateway Park, and Waveland Golf Course. Events will be staggered so that people can attend as many as possible.

HOW DO I PARTICIPATE?

The Des Moines Winter Games will have online sign-up on its website, www.dmwintergames.com. There is a fee to enter most games and competitions; some are free, however. Locations will also charge regular rates for their normal activities unless they opt to offer discounts.

WHAT IF I JUST WANT TO WATCH?

Nearly all of the Des Moines Winter Games are free for all spectators to come and go as they please.



ACTIVITIES AVAILABLE AT THE DES MOINES WINTER GAMES

The Polar Plunge - This event kicks off the Winter Games on Friday evening. The Polar Plunge is simple—take a dip in Sleepy Hollow’s pond on January 30th. Costumes are encouraged. Last year’s event featured men dressed as the Spartans from 300 as well as a man in a giant chicken suit. This event will grow into one of the anchors of the Winter Games.

Snow Sculpting - Dr. Jay Prescott of Grand View College is organizing snow sculpting at Sleepy Hollow. This competition is held between teams from local and regional colleges and universities. As this event grows, it will be the other anchor of the Winter Games, eventually incorporating corporate logo design, high school teams and more.

Skiing and Snowboarding - These events are hosted at Sleepy Hollow. The contest consists of three events: slopestyle, big air/best trick, and slalom. Each event is broken into age and gender brackets. This event can be held on Saturday night under the lights.

Ice Skating - Brenton Plaza is home to ice skating. The facility is open all weekend, weather permitting, and hosts a variety of ice-skating lessons, competitions, and just-for-funs. Robbin McClelland will head up the ice-skating portions of the weekend.

X-Treme Cross-Country Race - This event is held at Waveland Golf Course and is organized by Steve Bobenhouse. This race tests the true endurance of a runner. Not only do runners have to run 5 kilometers, but they have to do it in the harshest of conditions. A great test for anyone who loves to run.

Downhill Mountain Bike Races - This event is held at Sleepy Hollow. Competitors race down the slopes on mountain bikes that have been equipped with skis in place of tires. The event is organized by Rasmussen Bike Shop.

Big Dig and Children’s Events - The Big Dig is held at Brenton Skating Plaza. Prizes are buried in piles of snow, and contestants dig through the snow to find the prizes. There are also other children’s games, such as snow man decorating contests, snowball throwing contests, snow shoe races, and other fun events for kids and their parents to enjoy. This is held Saturday morning.

Golf Tournament - Sleepy Hollow opens its par-3 course for a shotgun start best-ball tournament. The only catch is that golfers use oversized clubs and giant golf balls as they brave the snow traps of Sleepy Hollow.

Broom Ball - Brenton Plaza also hosts a broom ball tournament on Saturday night after the ski and snowboard competition. This event features teams from around the metro and state, competing in broom ball events with prizes for the top competitors in each division.

Continued on next page...



ACTIVITIES CONTINUED

Cardboard Sled Races - Contestants build their own “super sleds” out of cardboard and race them down the slopes of Sleepy Hollow. Participants are judged on creativeness of the costume and of the sled, as well as timed on their trip down the hill. Competitions in other states have had such incredible designs as a two-story tall Trojan horse, an A-Team van, and more. This event has the ability to be come a crowd pleaser.

Live Music - Live music can performed at several locations, including Brenton Plaza, Sleepy Hollow, and Western Gateway Park. Music for this event will try to incorporate local musicians from Des Moines and Iowa to showcase their talents in the hopes of growing their fan bases.

Fireworks - Fireworks cap everything off on Saturday night at Sleepy Hollow.

Snow Kayak Races - Competitors kayak down the slopes of Sleepy Hollow. Even the most experienced kayakers will be tested in this quick-paced downhill event.

Snowball Softball - This event is ongoing throughout the weekend. Games are held at Savage Softball Complex.

Snowmobile Snocross - This will be an afternoon event taking about 5 or so hours given the number of participants. The participant base will be local snowmobiling enthusiasts who may have never been on a race track before. As a first year event in 2009, the goal is around 40-60 entrants.

Ice Fishing Derby - This year we are adding an Ice Fishing Derby. This will be held at Easter Lake on Sunday morning.

Rail Jam - Entrants will compete in a rail jam, where they do combination tricks on rails. This event was held downtown last year as a separate event and will join forces with the DMWG this year.

Flag Football - The Flag Football tournament will be held this year at James W. Cownie soccer park.



HOW DO I BECOME A SPONSOR?

Sponsoring the Des Moines Winter Games is easy and great for your business. There are several levels of involvement available.

PLATINUM EVENT SPONSOR - \$25,000 (ONE AVAILABLE)

The Platinum Sponsorship is our highest level of involvement. This sponsorship is \$25,000—a significant contribution. For your patronage, you will receive \$250,000 worth of advertising on the following:

- *Your company name and logo in the “Presenting” area of all event material.
- *Your company name and logo on all promotional items—including but not limited to brochures, flyers, posters, dmwintergames.com website links, the city weblink, direct mailings, tee-shirts, print ads, and event signage.
- *Your company name verbally mentioned as the “Presenting Sponsor” on all television commercials on KCCI (\$10,000 value), and tagged on KCCI personal weather email forecasts (66,000 people twice daily), and web banners on KCCI com for the months of December and January. KCCI is the exclusive television sponsor of the Des Moines Winter Games. (see page 10)
- *Your company name and logo on all Citadel radio spots (see schedule on page 8)
- *Your company name and logo on all KCCI promotional spots and a verbal mention on all spots over :10 seconds in length through the month of January.
- *Booth space at each location during each event. There will be one 4×8-foot banner displayed at each event location with your company logo.
- *A full-page ad in the event program. There will be 30,000 copies of the program distributed in Cityview the week before the Winter Games. There will also be a 5,000 copies of overflow printed to be distributed at the Games. (see page 10)
- *Your company logo on six ¼-page full-color Cityview advertisements running in December and January.
- *Your company officers will have an opportunity to be photographed with contest winners and participants, as well as any celebrity personalities who make an appearance.
- *A link to your website on the Des Moines Winter Games website.
- *Your company will also receive a framed poster from the 2009 event.



GOLD EVENT SPONSOR - \$10,000 (THREE AVAILABLE)

The Gold Sponsorship is our second highest level of involvement. This sponsorship is \$10,000—a substantial contribution. For your patronage, you will receive over \$250,000 of advertising including:

- *Your company name and logo on all event material.
- *Your company name and logo on all promotional items—including but not limited to brochures, flyers, posters, website links, tee-shirts, print ads, and event signage.
- *Your company name on all television commercials on KCCI (\$10,000 value) and tagged on KCCI personal weather email forecasts (66,000 people twice daily). KCCI is the exclusive television sponsor of the Des Moines Winter Games.
- *Your company name and logo on all KCCI promotional spots through the month of January.
- *Booth space at each location during each event. There will be one 3×6-foot banner displayed at each event location with your company logo.
- *A half-page ad in the event program. There will be 30,000 copies of the program distributed in Cityview the week before the Winter Games. There will also be a 5,000 copies of overflow printed to be distributed at the Games.
- *Your company officers will have an opportunity to be photographed with contest winners and participants, as well as any celebrity personalities who make an appearance.
- *A link to your website on the Des Moines Winter Games website.
- *Your company will receive a framed poster from the 2009 event.



FIREWORKS SPONSOR - \$10,000 (ONE AVAILABLE)

The Fireworks Sponsorship is \$10,000, a substantial contribution. For your patronage, you will receive the following:

- *Exclusive naming rights for the fireworks display to be held downtown on Friday night.
- *Your company name and logo on all event material.
- *Your company name and logo on all promotional items—including but not limited to brochures, flyers, posters, website links, tee-shirts, print ads, and event signage.
- *Your company name verbally mentioned on all television commercials on KCCI (\$10,000 value) and tagged on KCCI personal weather email forecasts (66,000 people twice daily). KCCI is the exclusive television sponsor of the Des Moines Winter Games.
- *Your company name and logo on all KCCI promotional spots through the month of January.
- *Booth space at each location during each event. There will be one 3×6-foot banner displayed at each event location with your company logo.
- *A half-page ad in the event program. There will be 30,000 copies of the program distributed in Cityview the week before the Winter Games. There will also be a 5,000 copies of overflow printed to be distributed at the Games.
- *Your company officers will have an opportunity to be photographed with contest winners and participants, as well as any celebrity personalities who make an appearance.
- *A link to your website on the Des Moines Winter Games website.
- *Your company will receive a framed poster from the 2009 event.



SILVER EVENT SPONSOR - \$3000 (UNLIMITED AVAILABLE)

The Silver Sponsorship is a very important level of involvement for our program and is \$3,000. For your contribution, you will receive the following:

- *Your company name and logo on all event material.
- *Your logo on all print items including but not limited to brochures, flyers, posters, website links, print ads, and event signage.
- *Booth space at each location during each event and a 3×6-foot banner with your logo.
- *A quarter-page ad in the event program.
- *Your company officers will have an opportunity to be photographed with contest winners and participants, as well as any celebrity personalities who make an appearance.
- *A link to your website on the Des Moines Winter Games website.
- *Your company will also receive a framed poster from the 2009 event.



CITADEL COMMUNICATIONS MEDIA PROMOTION PACKAGE - \$97,275

95 KGGO, Classic Rock That Rocks

Polar Plunge and Snowmobile Races

KGGO will produce a :60 "station voice" promo that not only calls for entries and education but will highlight the Polar Plunge and Snowmobile Races. Members of the Lou, Round Guy and Heather morning show and the Clutch afternoon show will broadcast live from the Polar Plunge and the Snowmobile Race events. Each remote broadcast will include 4 :60 breaks over a two hour period.

Promos and Value:

150 :60 recorded promos	
150 @ \$75	\$11,250.00
75 'live' :20 promos	
75 @ \$75	\$ 5,625.00
Weekly interview on Lou, Round Guy and Heather	
5 weeks @ \$200	\$ 1,000.00
2 hour broadcast from Polar Plunge	\$ 2,000.00
2 hour broadcast from Cardboard Sled Races	\$ 2,000.00
5 weeks on the front page 'flash' on KGGO.com	\$ 1,000.00
5 KGGO Air Force e-mail blasts	\$ 1,000.00
	\$23,000.00

92.5 KJJY, Iowa's Big Country Station

The Big Dig & Children's Winter Games Activities

KJJY will begin promoting the Winter Games on Monday, December 29. The events that they will target are the Children's Events. Their sponsorship will include a 2 hour broadcast from the area near the Brenton Skating Plaza, talking about all of the events targeted to children and families. KJJY will do most of their promotion in "live" promo form as both live liners and hourly weather outros.

Promos and Value:

200 'live' :20 promos	
75 @ \$75	\$ 15,000.00
Weekly interview on Hatfield and McCoy	
5 weeks @ \$200	\$ 1,000.00
2 hour broadcast from Big Dig	\$ 2,000.00
5 weeks on the front page 'flash' on kjjy.com	\$ 1,000.00
5 KJJY Big Country Club e-mail blasts	\$ 1,000.00
	\$20,000.00



KHKI, 97.3 The Hawk

Snowboard Rail

KHKI will also begin promotion of the Winter Games on Monday, December 29. KHKI, which targets a younger country audience including tweens, teens and younger families, will host the Snowboard Railjam. KHKI's promo will be in the hourly recorded promo voiced by morning hostess Kim Chase and in 'live liner' form.

Promos and Value:

150 :60 Kim Chase recorded promos	
150 @ \$75	\$11,250.00
75 'live' :20 promos	
75 @ \$75	\$ 5,625.00
2 hour broadcast from Snowboard thingy	\$ 2,000.00
5 weeks on the front page 'flash' on 973thehawk.com	\$ 1,000.00
5 KHKI Hawk's Nest e-mail blasts	\$ 1,000.00
	\$20,875.00

KBGG, 1700 The Champ

Flag Football Competition

AM 1700 The Champ, ESPN Radio will begin recorded promos on Monday, December 29. The Champ will call for entries and educate by running 2 types of recorded :60 promos. The first will be a 'straight' who, what, where, when and how to register promo. The second will be a series of 'interview' segments where Champ host Tim Fisher will talk to a representative of the Winter Games about various events and subjects. The Champ will also adopt the Flag Football event.

Promos and Value:

200 :60 recorded promos	
200 @ \$50	\$10,000.00
2 hour broadcast from X-treme Cross Country	\$ 750.00
5 weeks on the front page 'flash' on 1700thechamp.com	\$ 1,000.00
5 Champ Insider e-mail blasts	\$ 500.00
	\$12,250.00

KWQW, 98.3 WOW-FM

Snow Sculpting

WOW-FM will support the Winter Games with a combination of recorded :60 'station voice' promos and 'live' promos during shows like 'Bob and Tom', Glenn Beck and Sean Hannity. WOW-FM will also adopt the Snow Sculpting contest at Sleepy Hollow and will provide a 'virtual remote video' of the event on www.983wowfm.com.

Promos and Value:

150 :60 recorded 'station voice' promos	
150 x \$75	\$ 11,250.00
100 'live' :20 promos	
100 @ \$75	\$ 7,500.00
2 interview segments on 'Mac's World' afternoon show	
2 weeks @ \$300	\$ 600.00
5 weeks on the front page 'flash' on 983wowfm.com	\$ 1,000.00
5 weeks of email blast to the WOW FM VIP email club	\$ 500.00
"Virtual remote" on 983wowfm.com	\$ 300.00
	\$21,150.00



BIG GREEN UMBRELLA MEDIA PROMOTION PACKAGE

BGUM agrees to furnish above client in print advertisements and/or additional promotional exposure as indicated below at a heavily discounted rate of 70% off our best rates.

- 6 - 1/4 page full color ads to run in Cityview October 31 and November 6 and 13 to start signing up for the games and January 3, 9, and 17 to promote the event – over 30,000 copies of Cityview printed and distributed each week reaching 75,000 weekly readers (value \$4,596)
- 1 - 1/4 page full color ad to run in each of the Iowa Living Magazines (Altoona, Adel, Ankeny, Clive, Grimes, Johnston, Urbandale, Waukee, West Des Moines 50266, and West Des Moines 50265) in month prior to event – over 100,000 copies printed and distributed reaching 100,000 addresses for complete market saturation in these communities (value \$4,565)
- 8-page full color program designed and published in Cityview the week of January 23rd, content to be provided by Des Moines Winter Games, maximum of two proofs provided by design department – over 30,000 copies distributed (value \$11,688)
- 5,000 overrun of program for distribution at event (value \$750)
- Banner ad on Cityview website starting 4 weeks prior to event (value \$1,200)
- Banner ad on Cityview email blast the week of the event (value \$250)

The Des Moines Winter Games also purchases a \$5500 ad schedule in conjunction with the promotional aspect.

KCCI MEDIA PROMOTION PACKAGE

- Write, Produce and Air various length on-air promos during the month before the event (A total of **\$151,000** for the 2008 event)
- Invite event representative to appear on Morning or Noon News to promote the Winter Games
- Put information on KCCI.com and provide appropriate links
- Include information about the Winter Games in the Personal Forecast emails during the week leading up to the games. Personal Forecast is e-mailed twice daily to over 70,000 subscribers
- *Create & air special Winter Games weather forecast graphic during the week leading up to the event
- *When possible, provide coverage of the Winter Games within the newscasts.

\$10,000 Purchased Schedule by DM Winter Games in conjunction with promotional schedule.

Program	Day/Time	Jan 5	Jan 12	Jan 19	Jan 26
News Channel 8 This Morning	M-F 5-5:30a	2	1	1	1
News Channel 8 This Morning	M-F 5:30-6a	2	2	2	2
News Channel 8 This Morning	M-F 12-12:30p	2	2	3	4
Afternoon Rotator	M-F 12:30-3p	2	2	2	2
Oprah Winfrey	M-F 4-5p	--	1	--	1
News Channel 8 at 6pm	M-F 6-6:30p	1	1	1	1
News Channel 8 at 10pm	M-F 10-10:35p	1	--	1	--
Access Hollywood	M-F 12:38-1:08a	1	1	1	1
Weather Now	M-Su 5a-5a	168	168	168	168
Totals:		182	181	182	182



IF I WANT MORE INFO, WHO CAN I CONTACT?

Des Moines Park and Rec

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PHOTOS

