

W.A.R.A.C. Swapfest Sponsorship Guidelines

W.A.R.A.C. Swapfest Sponsorship:

Since 1972, the primary fund raising activity for the West Allis Radio Amateur Club has been our Annual Midwinter Swapfest. Proceeds from this event help support club activities including the W.A.R.A.C. Scholarship Fund and gifts to various Amateur Radio-related causes. Our **David Knaus Memorial Scholarship** is awarded annually to a licensed ham pursuing a qualified course of study. We will offer a \$2,000 scholarship in the year 2020.

Our Swapfest prices (except electricity) have remained constant for the past six years, but have increased nominally for the upcoming 2020 event. Our costs have continued to rise and, in order to help ensure the financial viability of our event, we are offering opportunities for Swapfest sponsorships. You help with the finances, and we thank you by publicly recognizing your help. Below is a chart showing various ways you can help, as well as the recognition we can offer. If you have an idea for any additional options, please contact us and we'll consider your idea. The West Allis Radio Amateur Club is an IRS Section 501(c)(3) charitable organization.

Some recognition items are time sensitive due to the deadlines required to prepare for the event. Please consider:

All Sponsorships:

- If funds or items are received by W.A.R.A.C. prior to June 1, your sponsorship will be recognized in the first hard-copy version of our Swapfest flyer. The paper copy is distributed to HRO (Milwaukee) and other Hamfests and for their attendees to take a copy home with them. Updated versions, containing the latest sponsorship information, are printed as required.
- If funds or items are received by W.A.R.A.C. prior to August 1, your sponsorship will be recognized in the mass-distribution e-mail and the electronic copy of our Swapfest flyer.
- Sponsorship funds or items must be received by W.A.R.A.C. prior to December 15, in order to be included on the List of Sponsors signs at the event.
- Sponsorship funds or items received by W.A.R.A.C. after to December 28 cannot be guaranteed of a club-produced sign. You may have to make and bring your own sign.

Admission Ticket Sponsorship: Sponsorship funds must be received by W.A.R.A.C. prior to September 1 in order for your name or logo to be included on the printed tickets. It's first come/first served for this option.

Sponsorship recognition includes your name/logo and item(s) or level of sponsorship.

Club-generated signs will be on 8½" x 11" paper. Printing is black & white, unless you send color artwork. You specify how you want your name and/or logo presented. If you want a logo or artwork, send an electronic copy to us. If you want more "polished" signs or posters, you're welcome to supply your own – just let us know.

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Sponsorship	Donation (Minimum)	Recognition	Description
Morning Coffee & Donuts	\$ 150	<ul style="list-style-type: none"> Signs at the Concession area and Loading doors. See "All Sponsorships". 	Coffee & Donuts will be available for purchase by Sellers & Volunteers at the concession stand beginning at approximately 06:15. Coffee & donuts will be free until 08:00 if sponsored.
Equipment Demonstration Table	\$ 50	<ul style="list-style-type: none"> Recognition on the direction signs Signs at the Table. See "All Sponsorships". 	(1) 8 Ft table with electricity - to be used by Sellers to demonstrate operation of electrical equipment. Space should be adequate for 2 simultaneous demos. Time limit per demo = 20 minutes.
Admission Tickets	\$ 200	<ul style="list-style-type: none"> Name/Logo on the Table and Admission tickets for the event. See "All Sponsorships". 	Offset cost of printing the Table and Admission tickets.
Platinum	\$ 200	<ul style="list-style-type: none"> Display your name or logo and Sponsor Level on Sponsor List signs at the event. See "All Sponsorships". 	Offset general Swapfest expenses.
Gold	\$ 100	<ul style="list-style-type: none"> Display your name or logo and Sponsor Level on Sponsor List signs at the event. See "All Sponsorships". 	Offset general Swapfest expenses.
Silver	\$ 50	<ul style="list-style-type: none"> Display your name or logo and Sponsor Level on Sponsor List signs at the event. See "All Sponsorships". 	Offset general Swapfest expenses.
Bronze	\$ 25	<ul style="list-style-type: none"> Display your name or logo and Sponsor Level on Sponsor List signs at the event. See "All Sponsorships". 	Offset general Swapfest expenses.
Door Prize	--	<ul style="list-style-type: none"> Display your name or logo and Sponsor Level on Sponsor List signs at the event. Donor recognized over PA when announcing the drawing and winner. Donor recognized on list of door prizes. See "All Sponsorships". 	Supply one or more items for use as a door prize. Note: At W.A.R.A.C. discretion, donated items may be put up for auction at the Swapfest event. You will receive recognition for the donation at the auction.