



SEPTEMBER 18-19

SWASHBUCKLERS

LARGO/CLEARWATER IN PINELLAS COUNTY, FLORIDA

2009

COMPETE

Only the best of the best 1st and 2nd place SWANA ROAD-E-O winners may enter here.

TAKE THE SPOILS

There's treasure for the takin' – if yer fast enough, strong enough, and just plain good enough!



ONE MAN'S GARBAGE
IS ANOTHER PIRATE'S TREASURE





SWASHBUCKLERS 2009

AHOY!

Looking for a treasure chest full of first-rate advertising opportunities for your company?

The 2009 SWANA International ROAD-E-O has the answer, mate – with a beautiful beachside setting, competitors from all over North America, and more advertising opportunities than ever before, it's **the best darn advertising opportunity on dry land!**

This year's event will be held on September 18-19 in the neighboring cities of Largo and Clearwater. Both are located in beautiful Pinellas County, Florida, the land of pirates, treasure, and...well, more treasure, and it's yours for the taking at what promises to be the most Swashbuckling SWANA International ROAD-E-O in history!

The 2009 SWANA Swashbucklers International ROAD-E-O, hosted by the SWANA Florida Sunshine Chapter, is...

...**a competition for top driving, equipment operating and mechanics honors** between representatives of Solid Waste Management private and public waste sector companies and organizations from across the United States.

...**an opportunity to show your company's support for SWANA**, the Solid Waste Association of North America. For over 40 years, SWANA has been the leading professional association in the solid waste field. SWANA serves over 8,000 members throughout North America, and thousands more with conferences, certifications, publications, and technical training courses.

...**an advertising opportunity like no other!** Our sponsorships are designed to put your company directly in front of solid waste management decision makers from across the United States. Event naming opportunities include:

- Welcome Reception and Dinner
- Truck ROAD-E-O Competition
- Landfill Equipment Operator ROAD-E-O Competition
- Mechanics ROAD-E-O Competition
- Awards Banquet
- Fireworks on the Beach

Ready to become a Swashbuckling SWANA Sponsor – and enjoy the spoils of the 2009 International ROAD-E-O? Use our list of sponsorship options to make your choice and chart your course!





SWASHBUCKLERS 2009

2009 SWANA Swashbucklers International ROAD-E-O Advertising sponsorship opportunities

Captain's Choice (Diamond) -- \$10,000

- Naming rights for one event
- Table for 8 at International ROAD-E-O Awards Ceremony
- Booth/product display space at ROAD-E-O
- Company logo/name on rotating display at International ROAD-E-O Awards Ceremony (4x per rotation)
- Center stage company recognition at International Awards Ceremony
- Company hat or t-shirt giveaway opportunity at ROAD-E-O events
- Full page ad space in International ROAD-E-O event program
- Company name on event t-shirt
- Listing on www.swanafl.org (Florida Sunshine Chapter of SWANA) website for one year
- Top tier company recognition on Official 2009 SWANA International ROAD-E-O commemorative event poster
- Company recognition on Official 2009 SWANA International ROAD-E-O lanyards
- Company name listed on recognition page in event program

Pirate's Pick (Platinum) -- \$5,000

- Four complimentary tickets to the International ROAD-E-O Awards Ceremony
- Booth/product display space at ROAD-E-O
- Company logo/name on rotating display at International ROAD-E-O Awards Ceremony (3x per rotation)
- Center stage company recognition at International Awards Ceremony
- Company hat or t-shirt giveaway opportunity at ROAD-E-O events
- Full page ad space in International ROAD-E-O event program
- Company name on event t-shirt
- Listing on www.swanafl.org (Florida Sunshine Chapter of SWANA) website for one year
- Company recognition on Official 2009 SWANA International ROAD-E-O commemorative event poster
- Company recognition on Official 2009 SWANA International ROAD-E-O lanyards
- Company name listed on recognition page in event program





SWASHBUCKLERS 2009

2009 SWANA Swashbucklers International ROAD-E-O

Advertising sponsorship opportunities

Swashbuckler's Special (Gold) - \$2,500

- Two complimentary tickets to International ROAD-E-O Awards Ceremony
- Booth/product display space at ROAD-E-O
- Company logo/name on rotating display at International ROAD-E-O Awards Ceremony (2x per rotation)
- ½ page ad space in International event program
- Company name on event t-shirt
- Listing on www.swanafl.org (Florida Sunshine Chapter of SWANA) website for 6 months
- Company name listed on recognition page in event program

Treasure Chest (Silver) -- \$1,500

- Company logo/name on rotating display at International ROAD-E-O Awards Ceremony (1x per rotation)
- 1/4 page ad space in event program
- Company name on event t-shirt
- Listing on www.swanafl.org (Florida Sunshine Chapter of SWANA) website for 6 months
- Company name listed on recognition page in event program

Buccaneer's Bounty (Bronze) -- \$1,000

- Company logo/name on general "Thank You" page of rotating display at International ROAD-E-O Awards Ceremony (1x per rotation)
- Company name on event t-shirt
- Listing on www.swanafl.org (Florida Sunshine Chapter of SWANA) website for 6 months
- Company name listed on recognition page in event program

Landlubber's Loot (Friend of the ROAD-E-O) -- \$500

- Company logo/name on general "Thank You" page of rotating display at International ROAD-E-O Awards Ceremony
- Company name listed on recognition page in event program





SWASHBUCKLERS 2009

2009 SWANA International ROAD-E-O

Sponsorship Registration Form

ARRR YE READY to stake your claim on a SWANA Swashbucklers 2009 International ROAD-E-O advertising sponsorship? Fill out the form below and turn it in no later than July 1, 2009!

(A clue to all ye mateys looking for a bit of "extra" treasure: Turn in your registration by June 1 and receive two Official 2009 SWANA Swashbucklers t-shirts and posters – FREE!)

Please check desired advertising sponsorship level below:

- \$10,000 Captain's Choice (Diamond)
- \$5,000 Pirate's Pick (Platinum)
- \$2,500 Swashbuckler's Special (Gold)
- \$1,500 Treasure's Chest (Silver)
- \$1,000 Buccaneer's Bounty (Bronze)
- \$500 Landlubber's Loot (Friend of SWANA)

Date: _____

Company Name: _____

Address: _____

Company representative/contact person: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Payment for sponsorships is due within 30 days of sponsorship reservation. No new sponsorship reservations will be accepted after August 1, 2009. There will be no refunds for cancellations.

Payment Information

Check (payable to SWANA FL) VISA MasterCard

Exp. Date: _____

Card Number: _____

Cardholders Name: _____

Billing Address: _____

Checks should be sent to:

SWANA FL

Attn: Kate Ziemak

PO Box 121625

Clermont, FL 34712-1625

Fax: 352-243-2013





SWASHBUCKLERS 2009

2009 SWANA International ROAD-E-O

Sponsorship Advertising Information

If ads and logo placement are included in advertising sponsorship, ads and logos should be emailed to mmclure@redhatcreative.com no later than August 10. Ads should be high resolution (no less than 300 dpi.) pdf. files.

Ad measurements are:

Full page: 5"WX8"H

Half page: 5"WX 3.875"H

Quarter page: 2.5"W X 3.875"H

** Question about your ad? Call Mollie McClure at (859) 887-9901.

** Questions about sponsorship registration or payment?
Please call Kate Ziemak at (352) 219-3186 or email info@swanafl.org.

** Once you've signed up for a 2009 SWANA Swashbucklers ROAD-E-O sponsorship, you will receive an event itinerary and map. Event programs will be distributed immediately before and during the event.

