

## August 2009 VTE Member Co-op Marketing Opportunities

- **VTE Co-op t-shirt sponsorship opportunity:** VTE members have the option of participating in our 2009 co-op T-shirt opportunity. We send the shirts to new VTE members as they join and will also be distributing the new shirts at events as doors prizes and will continue to look for additional distribution opportunities as appropriate.

We need a total of **9 shirt sponsors** and still have a few spots left. The investment is only \$125 per participant (for 200 shirts) at 100% trade. Sponsors' logos will be on the back of the shirt similar to last year (see link below). The investment includes the design time as long as participants are able to provide us with vector artwork. If a participant's logo requires any reworking, they would be responsible for that additional expense.

In addition, we're offering one free sponsorship to the VTE member who comes up with the best idea for a new slogan and theme for the front of the shirt. We'd like to do something different this year but haven't had any inspiring ideas. To win, you do not have to actually design the front, just provide us with the general concept and verbiage.

Follow these links to view last year's shirt images:

[www.velocitytradeexchange.com/pdfs/vte\\_2008\\_tshirt\\_front.pdf](http://www.velocitytradeexchange.com/pdfs/vte_2008_tshirt_front.pdf) and  
[www.velocitytradeexchange.com/pdfs/vte\\_2008\\_tshirt\\_back.pdf](http://www.velocitytradeexchange.com/pdfs/vte_2008_tshirt_back.pdf)

*Members wishing to participate as a sponsor, will need to let us know by the end of business day on Monday, August 17<sup>th</sup>. We'll need your logo artwork by Wednesday, August 19<sup>th</sup>.*

*Ideas for the FREE sponsorship for providing the t-shirt front concept must be in to us by end of business day on Wednesday, August 19<sup>th</sup>.*

- **VTE Open House door prize sponsors:** We're having our ribbon cutting ceremony and open house on September 24<sup>th</sup>. We'd like to give away door prizes throughout the evening and thought this might be a good opportunity to spotlight some of our members for a mutual win.

We need a few prizes, *valued around \$50-100*; members' products or gift certificates for their services are great. If you'd like to contribute, please notify Nicole *by Tuesday, August 18<sup>th</sup>* with a description of your prize and the associated dollar value. We will need to collect the prizes from you by September 15<sup>th</sup>; if you're doing a gift certificate and don't have anything pre-made, we have a template that we can easily create and print that for you.

I'd say we need a max of about 10 prizes, and we could use just a few more. As a prize sponsor, members will receive mention in our event invites, we'll also have thank you's posted at check in and around the office the evening of the event, plus we will do the drawings and announce the donators and winners throughout the evening. We're also going to have a sheet cake with our logo on it and will also include the logos of the top four contributors (by prize dollar value) included on the cake with ours.