



**Please join us for the
26th Annual
Arizona State Cheerleading/Pom
Tournament™**

**March 2 and 3, 2012
Arizona's Veterans Memorial Coliseum
Phoenix, Arizona**

The Arizona State Tournament is the ONLY two day tournament in the state of Arizona! We provide you the opportunity to meet with over 200 elementary, junior high, high schools from throughout the State of Arizona. We have several different ways for your company to participate and the enclosed information will explain these in greater detail.

During the two days of competition we are anticipating over 3500 competitors as well as over 15,000 spectators from throughout the state. We are one of the largest privately owed Tournaments in the nation, and we hope your company will find it beneficial to display and /or advertise at the 2012 State Tournament.

Please determine how best your company will be represented by filling out and returning the enclosed Vendor Application to the State Tournament office by January 31, 2012. Space is limited and will be reserved on a first come first paid basis.

We look forward to working with you and appreciate your support of cheerleading in the state of Arizona. If you do have questions, please call 480-513-0640 or email me at erin@statecheer.com.

Thank you,

Erin Dyer
Tournament Director



Arizona State Cheerleading/Pom Tournament 2012 VENDOR APPLICATION

Reservation Deadline: January 31, 2012

Company Name _____

Contact _____

Address _____

Phone/Fax _____

E-mail _____

We would like to participate in the following:

Booth: Includes: ½ page b/w ad and DJ commercial time
Friday and Saturday \$600.00 _____

Program: Includes: DJ commercial time
Full Page Color \$500.00 _____
Full Page B/W \$300.00 _____
½ Page B/W \$150.00 _____
Premium Ad Location \$100.00 _____

Coaches Packet /Give A Way Gifts:
Includes: ½ page b/w ad and DJ commercial time
\$400.00 _____

Total Due (payment is due with application) _____

Please return Application/Payment/Advertisements and Commercial forms
to or register online at www.statecheer.com:

Arizona State Cheerleading/Pom Tournament
PO Box 54215 – Phoenix, AZ 85078
Phone 480-513-0640 – Fax 480-718-8663
www.statecheer.com



2012 Arizona State Cheerleading/Pom Tournament

Trade Show Booth

- Booths include one (1) 6-foot table, two chairs, and a table skirt.
- Booth set up begins at 8:00 am on Friday, March 2, 2012
- Booth must be ready to go by 12:00 noon on Friday.
- Booths will remain set up over night. Please bring something to cover your table at the end of the day, or make arrangements to remove items you may be concerned about. There is security provided by the coliseum.
- Please indicate if you need electric power. There is no extra cost for this.
- You may sell merchandise at the competition this year. *Your merchandise cannot in any way, shape or form including the State Tournament Logo, Name, or any reference to State Champion/Championships.*
- **Spaces are available on a first come (paid), first served basis.**
- Remember, the concourse gets very crowded and to keep things moving smoothly up there; we are asking that you limit the number of people you have working at your booth.
- **We are requiring that all booth vendors have their booths open the entire time during the tournament. Friday the booth must be open from 12 noon to 9 pm and on Saturday, the booth must be open from 8 am to 8 pm.**
- Prior to the competition, we will need a list from you of your employees who will be attending and working at your booth. They will be required to enter the coliseum through the Participant entrance and they will only be allowed access with a vendors badge.
- A free half page black and white ad in the program is included. Please send or email your ad by January 31, 2012. You will also be listed in the program and online as a contributor to State. Finally, your company will receive "Commercial Time" by our DJ during the tournament.
- Reservation Deadline – January 31, 2012.
- Final confirmation packets will be emailed approximately 2 weeks prior to the Tournament.

We need from you:

- Your ½ page black and white ad by January 31, 2012
- "Commercial" form for our DJ by January 31, 2012
- List of who will be working at your table by February 10, 2012

Cost:

Booth Fee – 2 days \$600.00

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2012 Arizona State Cheerleading/Pom Tournament Coaches Bags/Give A Way Gifts

The State Tournament prepares a bag of information/brochures/magazines/etc. for each coach. It is given to them at registration the day of the competition. We will place your company's promotional piece in these bags for the following fee. Promotional pieces in past have included: newsletters, catalogs, product brochures etc. If your company would like to provide coaches with folders, mugs, pens or other such materials, those can also be placed in the bags. Our coaches' rely on the information given for ideas/potential vendors for their upcoming cheer season.

We are also seeking small Give A Way Gifts for our participants. These items are placed in the Coaches' Bags for the coaches' to distribute to their team members. The participants look forward to these small items each year!

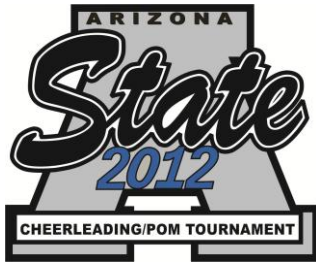
To give you further exposure and to thank you for your support of cheerleading in Arizona, we are also offering your company a free ½ page black and white ad in our Tournament Program and "Commercial Time" by our DJ during the Tournament. We will also be listing your company as a sponsor to the tournament in both the Tournament Program and online at www.statecheer.com.

We need from you:

- Please send 300 promotional pieces.
- One piece per company please.
 - If your one piece includes several pages of information, please have them collated and stapled prior to sending them to us.
- If your print date does not allow you to send promotional material by the deadline, please call – to make arrangements with us.
- All promotional pieces must be received by February 15, 2012
- Please email or send your ½ page ad for our program by January 31, 2012
- Fill out the enclosed "DJ Commercial" form and return it by January 31, 2012

Cost: \$400.00

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2012 Arizona State Cheerleading/Pom Tournament DJ Commercial Form

Dear Vendor,

As a way to thank you for your participation in State 2012, we would like our DJ to announce your company during our event. Please take a moment now and write out what you would like him to say about your sponsorship in the State Tournament. *All "Commercials" must be turned in January 31, 2012!*

We are also continuing a tradition started at State 2005. During the award portion of each session we will be hosting "Club State." All participants will be invited down onto the competition floor to learn the State Dance and given the chance to win prizes. If you would like to donate a product to Club State to be given away, please let me know! Thanks so much!

Company Name _____

Announcement for DJ:



2012 Arizona State Cheerleading/Pom Tournament Program Advertisement

The State Tournament publishes a 40+page full color program available for sale at the Competition. Programs are sold throughout the stands and at the front door to all spectators. Price of the 2012 programs is only \$2.00 – a great deal to our spectators and widespread distribution for our supporters!

- The final trimmed size of the program is 8-1/2” wide x 11” high.
- Full -page ads with no bleeds are 8” wide x 10-1/2” high
- Half -page ads are 8” wide x 5-1/2” high.
- Ads may be emailed to gene@statecheer.com in .jpg or .pdf format.
- See below for premium ad locations, available at an additional cost.

We Need From You:

- The Ad and payment either mailed to address below or emailed to gene@statecheer.com (in .jpg or .pdf form) by January 31, 2012
- “DJ Commercial” form filled out and returned by January 31, 2012

Cost:

Full Page/Full Color Ad	\$500.00
Full Page/BW Ad	\$300.00
Half Page/BW Ad	\$150.00

*Premium Ad Location and Fees:

Back Cover	\$100.00 additional
Inside Front or Back Cover	\$100.00 additional
Order of Performance	\$100.00 additional

*Please call to reserve these spaces

- Due to publishing deadlines, all ads must be received and paid for by January 31, 2012.
- The State Tournament reserves the right to refuse any ad and/or ask for changes for any reason!

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