



OWAA EIC Contest Sponsorship

Support the very best in outdoor communications!

The Outdoor Writers Association of America® (OWAA) Excellence in Craft (EIC) contests annually recognize and honor the best work produced by OWAA members. The contest opens each year from October until February and prizes are announced and awarded at the annual conference the following year.

Sponsor an EIC category to associate your company's brand with excellence and receive increased exposure for your products and services. Contest sponsorships are available at several different levels:

\$4,400 – Exclusive Sponsorship

Available for: Conservation or nature category, Family participation/youth outdoor education category, Fishing category, Gear/Technical category, Humor category, Hunting or shooting sports category, Outdoor fun and adventure category or Photography contest

- Exclusive sponsorship of the selected EIC category/contest
- Half-page ad in Outdoors Unlimited
- Half-page ad in the conference program
- Linked sponsor logo on the OWAA EIC website at www.owaa.org/eic.
- Sponsor acknowledgement in press releases announcing contest winners. Press releases are distributed to the winners' local media as well as the national press.
- Invitation to attend and speaker for 5 minutes at the EIC Awards Party at the annual conference
- Opportunity to display a banner during the EIC Awards Party
- Company representative photo opportunities with contest winners at contest ceremony

\$2,200 – Co-Sponsorship

Available for: Conservation or nature category, Family participation/youth outdoor education category, Fishing category, Gear/Technical category, Humor category, Hunting or shooting sports category, Outdoor fun and adventure category or Photography contest

- Sponsor recognition in OWAA's bimonthly magazine, Outdoors Unlimited.
- Linked sponsor logo on the OWAA EIC website at www.owaa.org/eic.
- Company representative invited to attend and be acknowledged at the EIC Awards Party at the annual conference
- Opportunity to display a banner during the EIC Awards Party
- Quarter-page ad in the conference program
- Company representative photo opportunities with contest winners at contest ceremony
- Sponsor acknowledgement in press releases announcing contest winners. Press releases are distributed to the winners' local media as well as the national press.

\$1,100 – Exclusive Sponsorship

Available for: Book contest, Children's Story in a Newspaper, Magazine or Web product contest, Column contest or Illustration/Graphic contest

- Exclusive sponsorship of the selected EIC contest
- Sponsor recognition in OWAA's bimonthly magazine, Outdoors Unlimited.

- Linked sponsor logo on the OWAA EIC website at www.owaa.org/eic.
- Company representative invited to attend and be acknowledged at the EIC Awards Party at the annual conference
- Opportunity to display a banner during the EIC Awards Party
- Company representative photo opportunities with contest winners at contest ceremony
- Sponsor acknowledgement in press releases announcing contest winners. Press releases are distributed to the winners' local media as well as the national press.

Your sponsorship of the EIC contests helps fund one of the most important programs to our members. In addition, the EIC awards party is routinely one of the most popular and well-attended events at conference, providing sponsors an ideal opportunity to promote your company.

Can we count on you to sponsor an EIC category in 2017? If so, I will send you a letter of agreement specifying the amount, contest and other details.

Your support of OWAA is greatly appreciated!

Warmest regards,



Colleen J. Miniuk-Sperry

Executive Director

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