

Audience

2019
wgi 

WE ARE WGI!

WGI Sport of the Arts is the world's premier organization producing indoor color guard, percussion, and winds competitions.

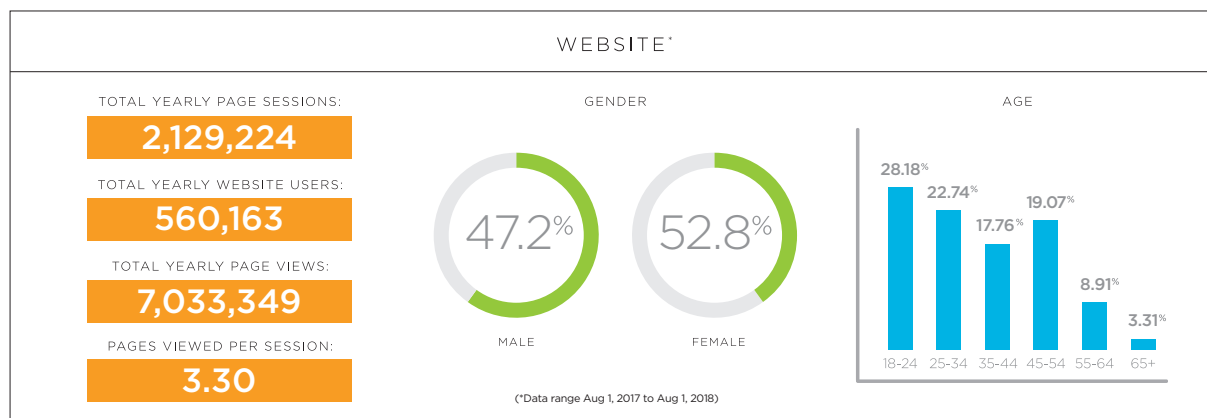
Young people bring music to life and achieve the extraordinary through performance and competition.





As a non-profit youth organization, WGI also serves as the governing body for the indoor color guard, percussion, and winds activities. The sport continues to evolve and grow. There were over 33,000 participants at the regional level, and more than 16,000 participants at the Sport of the Arts World Championships in 2018.

WGI provides leadership through education to constantly improve the quality of ensembles. By developing consistent judging systems and training adjudicators, we ensure fair competition for all groups.

REACH YOUR TARGET AUDIENCE

We are the leading voice for indoor marching arts information, driving a dialogue for our readers – who are directors, performers, musicians, athletes, parents, teachers, and fans.



WORLD CHAMPIONSHIPS PROGRAM BOOK	CONTACT US TODAY TO GET STARTED!
DISTRIBUTION  4,000	 bart@wgi.org  937.247.5919  937.247.9212

Online Ads

2019
wgi 

ADVERTISE ONLINE AT WGI.ORG!

WGI.org knows who you need to advertise to – fans, directors, participants, alumni, and more flock to the popular website to gain the latest information on the Sport of the Arts. Place your banner ad and web-link online starting at just \$150 a week! Ads will rotate through the pages of WGI.org with each click of the mouse. This affordable pricing allows your message to be seen by all!

ADVERTISING INSERTION ORDER *(Please print)*

Advertiser _____ Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email _____ Website _____

Special Instructions _____

ONLINE ADVERTISING RATES *(Check weeks to reserve space)*

<input type="checkbox"/> Aug 27-Sept 2 \$150	<input type="checkbox"/> Sept 3-9 \$150	<input type="checkbox"/> Sept 10-16 \$200	<input type="checkbox"/> Sept 17-23 WGI PRESENTING PARTNERS ONLY
<input type="checkbox"/> Sept 24-30 WGI PRESENTING PARTNERS ONLY	<input type="checkbox"/> Oct 1-7 WGI PRESENTING PARTNERS ONLY	<input type="checkbox"/> Oct 8-14 \$200	<input type="checkbox"/> Oct 15-21 \$200
<input type="checkbox"/> Oct 22-28 \$200	<input type="checkbox"/> Oct 29-Nov 4 \$200	<input type="checkbox"/> Nov 5-11 \$200	<input type="checkbox"/> Nov 12-18 \$200
<input type="checkbox"/> Nov 19-25 \$200	<input type="checkbox"/> Nov 26-Dec 2 \$200	<input type="checkbox"/> Dec 3-9 \$200	<input type="checkbox"/> Dec 10-16 \$200
<input type="checkbox"/> Dec 17-23 \$200	<input type="checkbox"/> Dec 24-30 \$200		

PAYMENT INFORMATION

Full payment is required with insertion orders for all new advertisers.

☐ Check is enclosed. Please charge: ☐ VISA ☐ MasterCard ☐ Discover

Credit Card # _____ Exp. Date _____ 3 Digit Code _____

Authorized Signature _____ Date _____

CONTACT INFORMATION

To reserve advertising space or for more information, please contact bart@wgi.org, call 937/247-5919 x302, or fax this form to 937/247-9212.

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Address _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email _____ Website _____

Special Instructions _____

ONLINE ADVERTISING RATES *(Check weeks to reserve space)*

<input type="checkbox"/> Dec 31-Jan 6, 2019 \$250	<input type="checkbox"/> Jan 7-13 \$250	<input type="checkbox"/> Jan 14-20 \$250	<input type="checkbox"/> Jan 21-27 \$250
<input type="checkbox"/> Jan 28 - Feb 3 \$350	<input type="checkbox"/> Feb 4-10 \$350	<input type="checkbox"/> Feb 11-17 \$350	<input type="checkbox"/> Feb 18-24 \$350
<input type="checkbox"/> Feb 25-Mar 3 \$350	<input type="checkbox"/> Mar 4-10 \$450	<input type="checkbox"/> Mar 11-17 \$450	<input type="checkbox"/> Mar 18-24 \$450
<input type="checkbox"/> Mar 25-31 \$450	<input type="checkbox"/> Apr 1-7 WGI PRESENTING PARTNERS ONLY	<input type="checkbox"/> Apr 8-14 WGI PRESENTING PARTNERS ONLY	<input type="checkbox"/> Apr 15-21 WGI PRESENTING PARTNERS ONLY
<input type="checkbox"/> Apr 22-28 \$250			

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Advertiser _____ Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email _____ Website _____

Special Instructions _____

ONLINE ADVERTISING RATES *(Check weeks to reserve space)*

<input type="checkbox"/> Apr 29-May 5 \$200	<input type="checkbox"/> May 6-12 \$150	<input type="checkbox"/> May 13-19 \$150	<input type="checkbox"/> May 20-26 \$150
<input type="checkbox"/> May 27-Jun 2 \$150	<input type="checkbox"/> Jun 3-9 \$150	<input type="checkbox"/> Jun 10-16 \$150	<input type="checkbox"/> Jun 17-23 \$150
<input type="checkbox"/> Jun 24-30 \$150	<input type="checkbox"/> Jul 1-7 \$150	<input type="checkbox"/> Jul 8-14 \$150	<input type="checkbox"/> Jul 15-21 \$150
<input type="checkbox"/> Jul 22-28 \$150	<input type="checkbox"/> Jul 29-Aug 4 \$150	<input type="checkbox"/> Aug 5-11 \$150	<input type="checkbox"/> Aug 12-18 \$150
<input type="checkbox"/> Aug 19-25 \$150			

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RESERVE YOUR POWER REGIONALS EXPO BOOTH!

The 2019 WGI calendar includes eleven Power Regionals. These competitions are “mini-championship” events that fill large arenas with excited crowds, and attract heavy-hitting competitors. These events will draw an estimated crowd of over 2,000 directors, fans, parents, and participants per event. All Power Regionals are two-day events.

TO RESERVE A BOOTH, VISIT WGI.ORG/REGIONALEXPO

2019 POWER REGIONAL DATES



COLOR GUARD:

March 16-17	East Power Regional – Bethlehem, PA*
	Mid Atlantic Power Regional – Charlotte, NC*
	Southwest Power Regional – Denton, TX**
March 23-24	Mid East Power Regional – Cincinnati, OH**
	Southeast Power Regional – Orlando, FL*
	West Power Regional – Las Vegas, NV **

PERCUSSION/WINDS:

March 16-17	Mid South Power Regional (Atlanta, GA)*
	East Power Regional (Tom's River, NJ)*
	South Power Regional (Hattiesburg, MS)*
March 23-24	Mid East Power Regional (Highland Heights, KY)* presented by Pageantry Innovations
	West Power Regional (San Bernardino, CA)* presented by Lone Star Percussion

POWER REGIONALS EXPO BOOTH SPACE

Expo 10x10 booth space will be available for all Power Regionals in a high-traffic area for \$250.00. Additional tables may be ordered for a \$25.00 charge. Electricity for some events may be provided upon advance request only, and may be an additional expense.

Booths are assigned in order of reservation postmark with priority given to WGI Sponsors and Strategic Partners. All reservations must be accompanied by payment information in order to receive postmark. Registration fees are non-transferable and non-refundable. No food, drink, or photographic items may be sold at any booth. No use of the words or images of WGI Sport of the Arts may be used on any item for sale without the advance approval of the WGI marketing department. Winter Guard International reserves the right to refuse booth reservation of any entity it deems not in keeping with the WGI mission statement.

CONTACT INFORMATION

For more information please contact megan@wgi.org, 937/247-5919 Ext. 304

RESERVE YOUR EXPO BOOTH!

More than 15,000 performers and 40,000 fans will converge in Dayton, OH for the WGI World Championships. Expo booth space is available just steps outside the UD Arena. Space is limited so reserve your booth ASAP! Reservations will close March 1, 2019, or when full. A large secure tent will be divided into 10' by 10' booths with 8' high pipe and drape back wall with 3' high drape side rails. The booth rental fee includes a company identification sign, one 6' undraped table, two folding chairs, four admission wristbands to the competition sites, and electricity.

EXHIBIT SPECIFICATIONS & AGREEMENT TERMS

COLOR GUARD

University of Dayton Arena

Mon, April 1	9 am – 5 pm	All on-site shipments must arrive at the loading dock.
Tues, April 2	12 pm – 6 pm	All Setup
Wed, April 3	10 am – 10 pm*	Display
Thu, April 4	10 am – 10 pm*	Display
Fri, April 5	10 am – 10 pm*	Display
Sat, April 6	10 am – 10 pm*	Display
Sat, April 6	After World Class Finale Approx. 11 pm*	Teardown

**Subject to change according to performance schedule*

PERCUSSION/WINDS

University of Dayton Arena

Mon, April 8	9 am – 5 pm	All on-site shipments must arrive at the loading dock.
Tues, April 9	12 pm – 6 pm	All Setup
Wed, April 10	9 am – 10 pm* 12 pm – 7 pm*	Front Back
Thurs, April 11	9 am – 10 pm* 12 pm – 7 pm*	Front Back
Fri, April 12	10 am – 11 pm* 11 am – 8 pm*	Front Back
Sat, April 13	9:30 am – 11 pm* 9:30 am – 2 pm*	Front Back
Sat, April 13	After World Class Finale Approx. 11 pm*	Teardown Front & Back
Sun, April 14	10 am – 4 pm	Optional display day for Winds Finals

**Subject to change according to performance schedule*

TO RESERVE A BOOTH, VISIT WGI.ORG/EXPO

WGI COLOR GUARD WORLD CHAMPIONSHIPS

Expo will be held at the University of Dayton Arena on April 3-6, 2019. Set-up will be on Tuesday, April 2.

Reserve before February 1st, each booth is \$900.
Reserve after February 1st, each booth is \$1,000.

WGI PERCUSSION AND WINDS WORLD CHAMPIONSHIPS

Expo will be held at the University of Dayton Arena on April 10-14, 2019. Set-up will be on Tuesday, April 9. Winds Finals on Sunday is an optional display day.

Reserve before February 1st, each booth is \$900.
Reserve after February 1st, each booth is \$1,000.

An attendant must be in charge of each display during display hours. All exhibitors must close their exhibits promptly at the closing time each day and vacate the exhibit hall immediately. Any space not claimed and occupied by tent opening on Wednesday morning may be reassigned without refund of rental paid. No exhibitor will be allowed to dismantle or do any packing before the final closing of the exhibits on Saturday. If violated, the exhibitor will jeopardize their booth assignment standing for the following year.

Exhibits will be assigned on a first come-first serve basis based on postmark date. Payment must accompany registration. WGI sponsors will have priority.

CANCELLATION POLICY

Exhibitors shall have the right to cancel this agreement upon written notice to WGI Sport of the Arts. Fees are nonrefundable and nontransferable. WGI reserves the right to sell any booth space cancelled by an exhibitor.

HOTEL AND TICKETS

All hotel reservation information and ticket order forms will be sent to all confirmed exhibitors prior to February 2019. If you have any questions concerning these, please contact **Megan Harmon**, megan@wgi.org.

DECORATOR INFORMATION

A complete Exhibitor Service kit from Tradeshow Services will be sent to all confirmed exhibitors prior to February. This kit contains all the forms necessary to order any items and services you may require such as additional tables, chairs, and other display items. Please keep in mind that the expo tent has limited lighting at night. Ordering or bringing additional lighting for your booth is recommended. Please note order deadlines for furnishings and services contained in the Exhibitor Service kit in order to secure discounted rates.

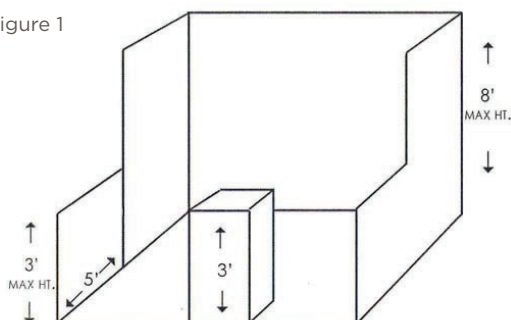
FREIGHT INFORMATION

1. The Exhibitor Service kit, which will be emailed to you by February, will have full details on shipping.
2. Exhibitor shipments for the ADVANCED warehouse AND for ONSITE deliveries at the expo must be consigned to Tradeshow Services with the "shipping and drayage" and "advanced payment" forms provided in the Exhibitor Service Kit which will be emailed at a later date.
3. On site freight deliveries must be delivered to the UD Arena loading dock, and coordinated with Tradeshow Services to be moved to the expo tent.
4. Exhibitors may personally deliver freight and unload it. If you are planning to use Tradeshow Services (ABF) for your outbound shipping, arrangements for a Sunday pick up should coordinated with **Justin Popella**, justin@tradeshow-services.com.

SPACE POLICY

Each exhibit will be confined to the spatial limits of its respective booth(s). Soliciting or displaying outside of your booth is strictly prohibited anywhere in the expo tent and on the grounds of the competition. Exhibits or displays that block the view of adjoining booths will not be permitted. Aisles must be kept clear of displays and exhibits at all times. Electrical wiring must conform to the National Electricians Code of Safety Rules. Exits, fire alarms, and fire extinguishers equipment must not be obstructed. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. There will not be a rigger available at this event.

Figure 1



Standard booth backgrounds and side rails, decorated with curtains, one 2'x6' UNdraped table, two folding chairs, electricity, and a uniform two-line sign are provided without charge. Booth backgrounds are eight feet in height, and divider rails are three feet in height. In the area five feet forward from the rear background of each booth, display material may be placed up to a height not exceeding eight feet from the floor. Beyond five feet from the rear of the booth, all parts of the exhibit shall not exceed three feet from the floor. Display material may not be placed outside the rented booth dimensions. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are objectionable in the opinion of the management will be prohibited. Pop up tents will not be permitted.

SOUND POLICY

Volume control is the responsibility of each exhibitor. Extended demonstrations of instruments will not be allowed. There will be no impromptu performances or concerts in the exhibit area. The sound level emitting from any source in an exhibit booth should not exceed a moderate dynamic level (up to mezzo forte) and for duration no longer than 20 seconds. Exhibitors and attendees who do not cooperate will be required to leave the exhibit area. Please refer to The Sound Policy for more details on monitoring sound level and offense procedures.

Sound levels will be monitored, and failure to adhere to this sound policy will result in the following: 1st offense: WARNING (Badge will be punched), 2nd offense: EXPULSION from the exhibit hall (24 hours), 3rd offense: PERMANENT EXPULSION from the exhibit hall. No refunds will be given, and decisions of the Sound Monitors are final. This policy applies to all badge holders, exhibitors and attendees.

RESTRICTIONS

- A. All sales activities must be confined to the limits of the assigned exhibit booth. There will be no product demonstrations allowed outside of your immediate space or after normal exhibit hours or anywhere else on the premises.
- B. All exhibitors selling on-site are responsible for applying for local sales permits, as well as collecting and paying local and state taxes.
- C. WGI reserves the right to close down any exhibitor whose exhibit, because of method of operation, materials, or for any reason, is objectionable in the discretion of WGI; and also to prohibit or evict any exhibit which, in the opinion of WGI, may detract from the general character of the exhibits as a whole, unless the exhibitor rectifies the problem immediately at the request of the WGI representative in charge of the exhibit area. This reservation includes persons, things, conduct, printed matter, or anything that WGI determines is objectionable to the exhibit.
- D. Vendors may not sell merchandise with any WGI logo, the words "World Championships", or any unit name or image other than the unit they are representing while purchasing the booth. No food or drink items may be sold at any booth.
- E. An exhibitor who does not occupy their reserved booth without cancelling with two weeks notification will jeopardize their booth assignment standing for the following year. No exhibitor shall reassign or sublet the allotted booth space reserved for them. Fees are nonrefundable and nontransferable.

F. Firms or organizations that have not reserved or been assigned exhibit space will not be permitted to solicit business within the expo area or anywhere on the premises. Any individuals or groups, who are in violation of this, will not be permitted to re-enter the exhibit area for the duration of the event, and will not be permitted to reserve booth space the following year. If you see anyone violating this, please contact WGI headquarters immediately so we may resolve the issue.

G. Each vendor must directly purchase booth space from WGI. Vendors are prohibited from reselling or giving any portion of space to another organization or company.

INDEMNIFYING CLAUSE

Exhibitor agrees to protect, save, indemnify, and keep Winter Guard International and other parties that may also be affected forever harmless from any damage or charges imposed for violation of any law or ordinance by exhibitor, his, her, or its agents and employees, and from any and all loss, cost, damage, liability, or expense arising from or out of exhibitor's use of the exhibition premises or a part thereof.

LIABILITY AND INSURANCE

Winter Guard International, the official decorator, WGI officers, Board members, and staff members are not responsible for the safety of the property of the exhibitors from theft, damage by fire, accident, or other causes. Security service is provided by WGI on a 24-hour basis from move-in through move-out. By executing the application and participating in the event, the exhibitor acknowledges that the security service is reasonable and sufficient, and the exhibitor releases WGI of any further responsibility. WGI cannot insure the protection of property and the exhibitor assumes all risks of theft and other loss.

VIOLATIONS

Violations of any of these regulations on the part of the exhibitor, its employees, or agents shall, at the option of WGI annul the right to occupy space and exhibitor will forfeit to WGI all monies paid. Additionally, WGI reserves the right to not accept applications and agreements from exhibitors who have in past violated any of the exhibitor specifications or facility rules.

RULES SUMMARY STATEMENT

These rules and regulations become a part of the agreement between the exhibitor and Winter Guard International. All points not covered are subject to the decision of WGI. Any specific regulations pertaining to the agreement, exhibit site or hotel becomes a part of this agreement.

CONTACT INFORMATION

For more information please contact megan@wgi.org, 937/247-5919 Ext. 304.

IMPORTANT CONSIDERATIONS

LIGHTING

Lighting in the expo tent area is adequate, but does not highlight each booth. It is encouraged for vendors to bring or rent lighting from the Exhibitor Service Kit provided by www.tradeshow-services.com.

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting must be directed to the inner confines of the booth space. Lights must comply with facility rules.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

FLOOR

The expo tent is located in a parking lot on asphalt. Rental carpet is available in the Exhibitor Service Kit which will be sent out by February.

Please be aware that for the Percussion weekend only, there are two categories of booths. The front stage booths will be open for more hours than the back stage area.

Booth numbers will be assigned according to booth reservation postmark date with priority space given to Presenting, Corporate, Championships Sponsors and Strategic Partners. Booth numbers will be sent when expo area is confirmed.

ELECTRICITY

One electricity access point is provided to each exhibitor. If you require additional extensions points or amps, please notify **Megan Harmon**, megan@wgi.org, as early as possible to help guarantee access.

Program Ads

2019
wgi 

DON'T MISS THE OPPORTUNITY!

Don't miss the opportunity to place your products and services before thousands of spectators, participants, and directors at the 2019 World Championships by advertising in the World Championships Program. One cost places your ad in both the Color Guard and Percussion and Winds World Championships Programs. This full color program captures images of performers during the competition season, reports results of select regional competition, and serves as a timetable for the Championships weekend. One copy is given to each participating group and the program will be sold at all competition sites during both weekends of competition.



ADVERTISING INSERTION ORDER *(Please print)*

Advertiser _____ Contact Person _____

Address _____

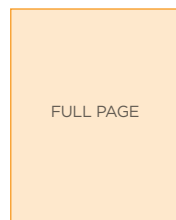
City _____ State _____ Zip _____

Phone _____ Ext _____ Fax _____

Email _____ Website _____

Special Instructions _____

ADVERTISING RATES



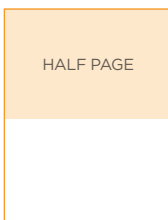
FULL PAGE

Full page: \$1800

Bleed - 8.75x11.25

Non-bleed - 7.50x10.25

Trim - 8.5x11



HALF PAGE

Half page: \$1100

Bleed - 8.75x5.625

Non-bleed - 7.50x5.25

Trim - 8.5x11

☐ Full page

☐ Half page

Total Cost

\$ _____

All artwork is due by March 1, 2019

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wgi.org

Opportunity














2019
wgi 

WE CAN HELP YOU GET NOTICED!

WGI Sport of the Arts is proud to partner with corporations, educators, and others to increase awareness and recognition of our art forms. With a website that attracts millions of page views per year and events that include hundreds of thousands of participants and fans, we can help you get noticed.

WGI strives to create opportunities for sponsors and advertisers in multiple formats to provide the best mix to reach your target audience. Through electronic and direct mailings, webcasts, educational and competitive events, and WGI online content and networking, your message will be delivered to those who need and want your products and services.

REACH YOUR TARGET AUDIENCE

<div>SOCIAL MEDIA*</div> <div><div> 115,934</div><div> 34,488</div><div> 63,702</div><div> 14,149</div><div> 4,484</div></div> <div>(*As of August 15, 2018)</div>	<div>eFOCUS EMAIL NEWSLETTER</div> <div><div>SUBSCRIBERS</div><div> 22,034</div></div> <div><div>FREQUENCY</div><div>MAY-NOV: NOV-MAY: Biweekly Weekly</div></div> <div><div>DELIVERY RATE</div>99.10%</div> <div><div>OPEN RATE</div>18.50%</div>	<div>WGI INSTRUCTOR DATABASE INCLUDES:</div> <div><div>COLOR GUARD INSTRUCTORS</div><div> 2,261</div><div><div>PERCUSSION INSTRUCTORS</div><div> 1,054</div><div><div>WINDS INSTRUCTORS</div><div> 215</div></div></div><div><div>2018 WORLD CHAMPIONSHIPS PAID ATTENDANCE</div><div><div>COLOR GUARD</div><div> 19,968</div><div><div>PERCUSSION AND WINDS</div><div> 21,506</div></div></div><div><div>2018 WGI EVENTS</div><div><div>GROUPS</div><div> 2,350</div><div><div>PERFORMERS</div><div> 33,757</div></div><div><div>WORLD CHAMPIONSHIPS PERFORMERS</div><div>16,271</div></div></div></div></div></div>
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Sponsorship

2019
wgi 

REACH YOUR UNIQUE MARKET!

Each year, more than 150,000 spectators fill performance venues across the country to support WGI indoor color guard and percussion regional competitions. During the WGI World Championships alone, more than 16,000 performers and 60,000 fans converge to witness the pinnacle of the season. This is your opportunity to place your products and services front and center for this unique market. We are sure you will find a sponsorship level that fits within your marketing budget. Thank you for your support of WGI Sport of the Arts!

PRESENTING PARTNER
\$25,000

CORPORATE PARTNER
\$17,000

TITLE PARTNER
(contact WGI office)

BENEFITS

	PRESENTING PARTNER	CORPORATE PARTNER
• In-Venue Logo Banner for Power Regionals & World Championships	•	•
• Ad in World Championship Program Books (both weekends)	Full Page - priority placement	Full Page
• Logo hotlink on WGI.org	Homepage & Partners Page	Homepage & Partners Page
• Acknowledgement in World Championship Programs	•	•
• Announcements at Regional Events	•	•
• Participation in Power Regional & World Championship award ceremonies	•	•
• Prime reserved seats for World Championships	10	8
• VIP Credentials for Power Regionals & World Championships	10	8
• Expo Booth at World Championships	Both weekends / double	One weekend/single
• Access to WGI database	•	•
• Commercial on jumbotron at World Championships & Webcast	•	•
• Share/retweet facebook and twitter posts when applicable	•	•
• Logo hotlink in eFOCUS newsletters	•	•
• Expo booth space at up to 5 Regionals	•	
• Web banner ad space on WGI.org	Full year	
• Banner ad in eFOCUS newsletters	•	
• Print ad in Regional Programs	Full Page	
• Logo on Credentials	•	
• Commercial link on WGI's YouTube page	•	
• In-Venue banner at ALL Regional Events	•	
• Expo Booth at off-season Educational Events	Double	
• Place literature in World Championships check-in packets	•	
• Priority access to new benefits and add ons	•	

CONTACT INFORMATION

To discuss sponsorship or for more information, please contact bart@wgi.org, call 937/247-5919 x302.