



2024 Charles River Rotary Scoopapalooza

Ad Specifications and Other Promotional Information

As a **Banana Boat Sponsor**, please note the following:

- 1) Full page ad for the Program Guide
 - Dimensions – 5.0” Wide x 8.0" High
 - Full color artwork can be Adobe PhotoShop .psd or .pdf
 - Ad can be in full color
 - We will need the margins
 - Resolution -- 300dpi or better
- 2) Logo that can be used on the promotional material (including Main Street and FCCN banners);
 - Logos can be Adobe Illustrator or scalable PNG or JPG
- 3) Dedicated Business and CRR Social Media Post to Increase your audience reach
 - with a shared Boost post for 5 days on Facebook & Instagram
 - Review business strategy & goals to ensure alignment for posts
- 4) PR opportunities prior to and during the event with local press
- 5) 6 “spoons” for all-you-can-eat ice cream to give to special guests and friend
- 6) One week prior to the event, we will need your provided banner for the gazebo
 - Recommended banner size is 6.0’ Wide x 3.0’ High; and
- 7) Please let us know if you want a table at the event and whether you plan to do some sort of fun activity to encourage people to check out your table. We highly recommend that you bring a popup tent (10ft x 10ft) in the event of rain.

As a **Triple Scoop Sponsor**, please note the following:

- 1) Full page ad for the Program Guide
 - Dimensions – 5.0” Wide x 8.0" High
 - Full color artwork can be Adobe PhotoShop .psd or .pdf
 - We will need the margins with Resolution -- 300dpi or better
- 2) Featured on the CRR Sponsors Page with dedicated website link
- 3) Logo that can be used on the promotional material (excluding Main Street banner);
 - Logos can be Adobe Illustrator or scalable PNG or JPG
- 4) 4 “spoons” for all-you-can-eat ice cream to give to special guests and friend
- 5) Please let us know if you want a table at the event and whether you plan to do some sort of fun activity to encourage people to check out your table. We highly recommend that you bring a popup tent (10ft x 10ft) in the event of rain.

As a **Double Scoop Sponsor**, please note the following:

- 1) Half page ad for the Program Guide
 - Dimensions – 5.0" Wide x 3.75" High
 - Full color artwork can be Adobe PhotoShop .psd or .pdf
 - We will need the margins with Resolution -- 300dpi or better
- 2) Logo that can be used on the promotional material (excluding Main Street banner);
 - Logos can be Adobe Illustrator or scalable PNG or JPG
- 3) Please let us know if you want a table at the event and whether you plan to do some sort of fun activity to encourage people to check out your table

As a **Single Scoop Sponsor**, we need to get:

- 1) Half page ad for the Program Guide
 - Dimensions – 5.0" Wide x 3.75" High
 - Full color artwork can be Adobe PhotoShop .psd or .pdf
 - We will need the margins with Resolution -- 300dpi or better
- 2) Logo that can be used on the promotional material (excluding Main Street banner);
 - Logos can be Adobe Illustrator or scalable PNG or JPG
- 3) Please let us know if you want a table at the event and whether you plan to do some sort of fun activity to encourage people to check out your table

**Please submit your logo and ad by 5/10 via email to:
Hank Szretter at hanksz@mac.com.**