



THE WICKED ONE IS BACK!

# Witch City Open

October 19-21, 2012 in Nashua, NH



## EARLY BIRD SPONSORSHIP OFFER

**Act now to lock in this great offer! Deal expires April 30, 2012**

### WHAT is the Witch City Open?

The Witch City Open (WCO) was the long running flagship MMDL tournament that gained international fame in the world of darts, but was discontinued earlier this century. The current MMDL Board of Directors has worked very hard to return this infamous event to the tournament calendar. **Dart players from around the world have consistently asked for this event to be revived and we have answered the call!**

### WHY sponsor the WCO?

By sponsoring MMDL's Witch City Open, you will be associated with the world's largest steel tip dart league, one of the most well known and respected organizations of its kind and also take advantage of an ideal way to gain needed exposure to a highly targeted and desirable market of dart players and their friends, families and supporters.

**To reward our closest and most loyal supporters,** we have created this special early offer for you to lock in our best deal and also have access to **exclusive benefits** and tremendous value for your dollar.

### WHO should sponsor the WCO?

Anyone who wants to be associated with this premier event and get a message across to our large community should be a sponsor. **Pubs, clubs, restaurants, league teams, dart suppliers and many others** can benefit from a WCO sponsorship.

**A Minute Man Dart League Production**  
World's Largest Steel-Tip Dart League

[www.MMDL.org](http://www.MMDL.org)

**For just \$150, you will receive  
OVER \$400 worth of value:**

1. **Dartboard Sponsorship** - a 12"x36" placard featuring your message and/or logo prominently affixed to a dartboard stand in the heavily trafficked playing area. (\$100 value)
2. **Quarter-page ad** published in the multi-page, four-color official tournament program, given out for free to all in attendance. (\$75 value)
3. **Coupon Ad** - option to include an offer in the "coupon" section of the program. (\$25 value)

**PLUS these EXCLUSIVE benefits ONLY for those who take advantage of our "Early Bird" program:**

4. Inclusion in the "**Sponsor Spotlight**" feature in our weekly email newsletter to over 1600 league members and MMDL supporters. (\$100 value)
5. **Free Banner or Text Link** on the WCO Sponsor section of our website. (\$100 value)
6. **10% off** any later purchased upgrades or add-ons.

### SIGN UP NOW!

Just call or send an email to John Kerins at the information below and take advantage of the tremendous value of this early sponsorship package. This offer expires on April 30, 2012.

Once you are on board, you will be contacted later about logistics for your ads as well as additional sponsorship opportunities.

**To sign up for the Early Bird sponsorship package, please submit order and payment by 4/30/12.**

**For questions, please contact John Kerins:**  
978-380-8373 or [jkerins@mmdl.org](mailto:jkerins@mmdl.org)

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# Witch City Open

## Sponsorship Order Form

YES, please sign me up for the Witch City Open 2012 Early Bird Sponsorship (\$150)

Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Sketch or outline how you'd like your ads to appear in the space provided. All ads can be full color or B&W. If you'd just like to reserve the ad space for now and supply ads later, please fill out the top portion of this form and submit with your payment. We will contact you later for artwork.

12"x36" Placard (below not actual size)

2.5"x4" Quarter-page Ad (Actual Size)

**Coupon Offer:** Please tell us what offer you would like to advertise in the coupon section of the tournament program. Example: "10% off any purchase" or "Free appetizer with entree".

I will be submitting a digital copy of my logo or custom artwork for my placard and/or ad. Please email any material to Gregg Tong at [greggt@mmdl.org](mailto:greggt@mmdl.org).

Please submit this form along with your check made payable to "Minute Man Dart League, Inc.":

Attn: Witch City Sponsorship  
Minute Man Dart League, Inc.  
PO Box 2165  
Danvers, MA 01923-5165



*Please keep a copy of this form for your records.*

**Please note: You will have an opportunity to review, make changes and approve all ads prior to printing.**