



## ***PLANETNAUTIQUE***

***Your Comprehensive Nautique Community***

### **What is PLANETNAUTIQUE?**

PLANETNAUTIQUE was launched in 2002 as a place where owners of Correct Craft boats could gather to discuss their boats, learn about proper maintenance, share ideas, and meet people who share their interest in water skiing, wakeboarding, or boating in general. As PLANETNAUTIQUE has evolved, we continue to cater to this same group of people who enjoy living the Nautique life.

PLANETNAUTIQUE currently has over 13,800 active members, and that number is growing daily. We fully expect to have close to 15,000 members by the end of 2013. We are actively seeking site sponsors who can help support the site financially or in other ways in exchange for valuable advertising on the site and through other means.

### **How can PLANETNAUTIQUE and ROCKSTAR work together?**

ROCKSTAR makes the best energy drinks in the industry, just like Nautique boats are the best watersports boats in the industry. A partnership between ROCKSTAR and PLANETNAUTIQUE just makes sense. Owners of Nautique boats are, generally speaking, successful individuals with a high level of disposable income. Exposing our members to the products and support of ROCKSTAR will certainly generate sales!

PLANETNAUTIQUE site sponsors reap benefits in several ways. First, by banner ads on PLANETNAUTIQUE.COM. These banner ads are visible to anyone visiting the site, not just the members. Historically, these ads have brought in tens of thousands of dollars in revenue to many of our sponsors. A good number of sponsors have been with PLANETNAUTIQUE for many years, and a couple have been with us since the very beginning in 2002! That speaks to the value that this type of site sponsorship can bring to ROCKSTAR!

Besides banner ads, all PLANETNAUTIQUE site sponsors also have their logo displayed on the official boat of PLANETNAUTIQUE, which this year is a 2013 Super Air Nautique G23 (which, by the way, is provided to us by one of our key site sponsors, White Lake Marine). Having your logo on this boat is a great way to supplement a banner ad on the website. The boat travels to a number of events every year, and is used all over the east coast of the United States.

Of course, the boat has to be pulled by a tow vehicle to reach these events. Site sponsor logos are prominently displayed on the tow vehicle as well, which provides additional exposure for the sponsors' businesses. In fact, since the PLANETNAUTIQUE tow vehicle is used as my daily transportation, this type of exposure is significant! Not only does this vehicle travel to a number of high-profile watersports events every year, but since I live in the Washington, DC area, and use the tow vehicle as my daily transportation, many thousands of people see the tow vehicle (and PLANETNAUTIQUE's sponsor logos) every week.

PLANETNAUTIQUE offers several levels of sponsorship.

- 145 x 64 pixel banner ad at the top of our website (below the NavBar). This ad is visible on every page of the site, no matter what section of the site the visitor is viewing. This is our most popular sponsorship level due to the location of the ad and the fact that it is always visible. Of course it also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$349 per month.
- 145 x 64 pixel banner ad at the bottom of our website. This ad is visible on every page of the site, no matter what section of the site the visitor is viewing. This is a great option due to the fact that it is always visible. It also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$249 per month.
- 435 x 43 pixel ad in the forums section of the website. This ad is visible only in the forums section of the website, but that is the most popular part of the website, so the number of visitors seeing this type of ad is still quite high. Of course it also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$299 per month.
- 300 x 250 pixel ad inside the FIRST post of every thread in the forums section. This is a new offering that I believe will provide great results based on two things. First, this is the largest ad size offered by

PLANETNAUTIQUE. Second, it will be visible in every thread in the forums section, so there will be no missing this ad! Of course it also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$369 per month.

- 300 x 250 pixel ad inside the LAST post of every thread in the forums section. This is a new offering that I believe will provide great results based on two things. First, this is the largest ad size offered by PLANETNAUTIQUE. Second, it will be visible in every thread in the forums section, so there will be no missing this ad! Of course it also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$369 per month.
- 300 x 60 pixel ad in the header of the website (above the NavBar). This ad will be at the very top of the site (just to the right of the big PN logo), with no other ads above it. Of course it also includes the logo on the boat, the logo on the tow vehicle, and PLANETNAUTIQUE representatives speaking highly of your products at industry events. The cost for this level of sponsorship is \$359 per month.

We are always open to discuss other alternatives for site sponsorship as well. In the past, some site sponsors have provided PLANETNAUTIQUE with a sampling of their product as partial payment, and that has worked well. It allows us to showcase your products, and normally lowers the cost for the sponsor. If you are interested in alternative sponsorship opportunities, please check with us and we will see what we can do!

If you are interested in discussing any of the site sponsorship opportunities outlined in this document, please feel free to contact PLANETNAUTIQUE at any time.

PLANETNAUTIQUE attends a large number of industry events every year. Below is a sampling of the events we have attended so far this spring, or plan to attend this summer.

- White Lake Marine's Demo Day (White Lake, NC)
- The official launch of the NSS (Nautique Surf System) (Orlando, FL)
- The Masters Water Ski & Wakeboard Tournament (Pine Mountain, GA)
- Battle of the Brands (Durham, NC)
- The Hyperlite Experience (Lake Anna, VA)
- The Hyperlite Experience (Elkton, MD)
- The Nautique Shred NSS Tour (Elkton, MD)
- Raleigh Fall Boat Show (Raleigh, NC)
- Carolina Boat Show and Sale (Raleigh, NC)
- Pro Wakeboard Tour ( Mooresville, NC)
- Virginia Lake Festival (Clarksville, VA)
- CRUNKFEST (Lake Anna, VA)

PLANETNAUTIQUE currently has the following site sponsors:

- **White Lake Marine / NautiqueParts.com**
  - White Lake Marine provides us with a brand new Super Air Nautique every year (this year's boat and trailer is valued at over \$150,000.00), which we use to promote them and our other sponsors at industry events that we attend as well as for day-to-day use on my local lake (Lake Anna in Virginia).
- **Roswell Wake-Air / Roswell Marine Audio**
  - Roswell has recently partnered with PLANETNAUTIQUE in an effort to expand their brand awareness to owners of Nautique boats. They are in the process of creating a large banner ad with us, and will be outfitting next year's PLANETNAUTIQUE boat with a full suite of Roswell audio gear.
- **SkiSafe Marine Insurance**
  - SkiSafe has been a sponsor of PLANETNAUTIQUE for a couple of years now, and have been actively supporting our members through a special PLANETNAUTIQUE-only web page on their website that provides discounted rates to our members.
- **Delta Propeller Company**
  - Delta Propeller Company has been a sponsor of ours for many years, and continue to offer assistance to us when we need new propellers for the PN boat. Last year, we worked extensively with Delta to test about five different propellers on our very-heavily-weighted SAN 210, including two different prototype five-blade propellers. They also offer our members a generous discount on their products.

- **Hyperlite**
  - We just started working closely with Hyperlite this year, but our relationship has been outstanding so far! PLANETNAUTIQUE is making a number of Hyperlite products available for demo to anyone who comes out on the PLANETNAUTIQUE boat, and everyone has been thrilled with what we have been able to show them. We are really enjoying this collaboration, and Greg Nelson seems to agree that it is extremely beneficial for Hyperlite as well.
- **TowerBiminis**
  - TowerBiminis had been a sponsor of ours in the past, but during the economic downturn, they reduced sponsorship/advertising costs, and stopped working with us for a few years. They recently came to us, now that the economy seems to be recovering, and asked to start a new partnership, which has been working out very well.
- **Christine's Enterprises / NautiqueSkins.com**
  - Christine's is another long-time sponsor of ours. They make replacement vinyl interior pieces and other parts for the restoration of any Nautique. They have been with us for many years, and we have always had a very positive relationship.
- **HeaterCraft**
  - HeaterCraft is just beginning a sponsorship with us now. We are showcasing two of their products on the PLANETNAUTIQUE G23 this year (a heater and a hot/cold shower), and we will be giving away a number of their products to our members over the rest of the year.

## **PLANETNAUTIQUE Statistics:**

So far this year, PLANETNAUTIQUE has continued to experience growth month-over-month, as we have for the past several years. Below you will find our latest site statistics. As you can see, there are a lot of eyes on PLANETNAUTIQUE every day!

For the most up-to-date statistical information on PLANETNAUTIQUE's traffic, please click the link below. You will need to use the ID and password below to access the statistics site.

<http://www.planetnautique.com/stats/awstats.pl?config=planetnautique.com>

ID: PNStats

Password: HowManyNow

We are always open to discuss other alternatives for site sponsorship as well. If you are interested in other forms of sponsorship opportunities, please check with us and we will do our best to work with you!

If you are interested in discussing the site sponsorship opportunities outlined in this document, please feel free to contact PLANETNAUTIQUE at any time.

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