

Welcome to America's Great Loop Cruisers' Association



Welcome to your Sponsorship in America's Great Loop Cruisers' Association! We are happy to have you onboard.

This welcome package is an overview of your benefits, how to use them, and how to get assistance if you need it.

There is a section on the benefits connected to the website, www.GreatLoop.org, and one on the Rendezvous & Events. As you will see, we provide you with ample opportunity to connect with our members both online and in-person.

There are four levels of Sponsorship available. Admiral is the highest sponsorship level, followed by Commander, and then Lieutenant. The Lieutenant Plus adds the best of the upper sponsorship levels to the Lieutenant level. Your benefits depend on your level of Sponsorship.

All of our Sponsors receive a free Burgee and decal to display at their place of business. You'll also receive a coupon code to provide to your customers giving them free membership in AGLCA.

Please take a minute to look through this booklet to familiarize yourself with our organization and your important place in it. Please visit the website as soon as possible to check out all of the great benefits available.

If you have any questions, please contact JoAnn Smith at jsmith@greatloop.org, and thank you again for becoming a Sponsor!

Following is a list of graphics we need from you. Full color JPEG, GIF, or PNG formats preferred.

	Logo for Sponsor Directory (Web)	Banner Ad Rotation (Web)	Great Loop Link Newsletter Ad or Logo (Web)	Member Directory (Web) & Rendezvous Booklet ad (Print)	Rendezvous Banner
Admiral	350 x 165 pixels	164 x 194 pixels	1/4 page, 3.5" w x 4.75" h	1 page, 7.5" w x 10" h	High Res PDF for 6' x 2.5' banner
Commander	255 x 160 pixels	164 x 194 pixels	Logo only— 2.25" x .75"	1/2 page, 7.5" w x 4.75" h	High Res PDF for 4' x 2.5' banner
Lieutenant/ Lieutenant Plus	200 x 170 pixels	124 x 124 pixels (Lieu Plus 164x194)	Logo only— 1.75" x .75"	1/4 page, 3.5" w x 4.75" h	Logo only for slideshow

If you are unable to provide these graphics, we can design them for you for a fee of \$200.



Sponsor Benefit Levels

Choose the level that's right for you!

	BENEFIT			
	LIEUTENANT	LIEUTENANT PLUS	COMMANDER	ADMIRAL
Logo & Link in Sponsor Directory	Included	Included	Included	Included
Banner Ad Rotation	124 x 124 px	164 x 194 px	164 x 194 px	164 x 194 px
Concurrent Classified Ads	25	25	50	Unlimited
Discussion Forum Users	3	3	5	Unlimited
Interactive Map Listings	1	1	5	Unlimited
Events Posted on Calendar (per year)	2	2	6	Unlimited
Great Loop Link Newsletter Ad (11 issues/year)	Logo only	Logo only	Logo only	1/4 Page Ad
Discount on Additional Great Loop Link Ads	10%	10%	20%	35%
Sponsor Article in Great Loop Link	n/a	One Per Year	Two Per Year	Two Per Year
Introductory Write-up in Great Loop Link w/Logo	Included	Included	Included	Included
Social Media Engagement	Included	Included	Included	Included
Sponsor Directory Page on Greatloop.org	Included	Included	Included	Included
Logo & Message in our Monthly Member E-mails	Two/Year	Two/Year	Four/Year	Eight/Year
Rendezvous Exhibit Space	25% Discount	35% Discount	50% Discount	Included
Signage	Logo & Location in Slideshow	Logo & Location in Slideshow	2.5" x 4" banner	2.5" x 6" banner
Welcome Bag Contribution	Included	Included	Included	Included
Event Booklet Advertising	1/4 Page	1/4 Page	1/2 Page	Full Page
Meal/Reception Hosting, First Right of Refusal	4th Choice/Addl Fee	3rd Choice/Addl Fee	2nd Choice/Addl Fee	Included
Door Prize Contribution	Included	Included	Included	Included
Sponsor Recognition Weekly	n/a	n/a	n/a	Included
:30 Commercial	n/a	Included	Included	Included
15 Minute Exclusive Show	n/a	n/a	n/a	Included
Free Memberships for Customers	25	25	75	100
Burgee	Included	Included	Included	Included
PRICE	\$625/Year	\$995/Year	\$2,900/Year	\$10,250/Year

GREATLOOP.ORG

The GreatLoop.org website is Looper central. This is where our Members go for information every day and this is where you will be able to interact with them through the Discussion Forum, Classified Ads, Sponsor Discounts, Banner Ads, and the Great Loop Link.

BANNER AD

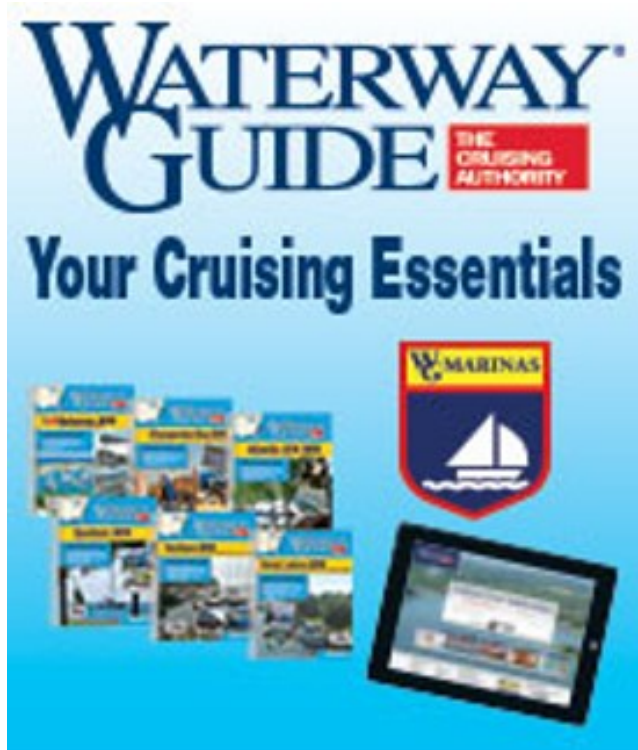
Each Sponsor level has a presence on the website. Your Banner Ad will appear in rotation with others at your sponsorship level on the "footer" of most pages on the GreatLoop.org website.

The ad rotation allows all Sponsors of the same level an equal amount of time in front of the Loopers.

Information on size and format requirements for these ads may be found on your enrollment form or on page two of this document.

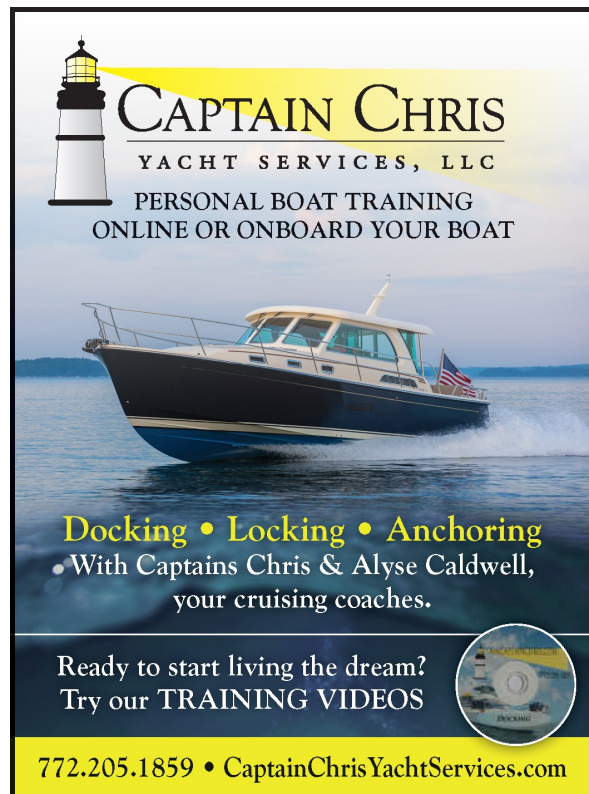
You may submit an ad containing any message about your service, as long as it is readable. You can even submit an animated GIF!

Below is an example of a Banner Ad (not shown actual size).



WATERWAY GUIDE
THE CRUISING AUTHORITY
Your Cruising Essentials

The banner features a collage of various cruising guides, a logo for 'W MARINAS' with a sailboat icon, and a tablet displaying the website interface.



CAPTAIN CHRIS
YACHT SERVICES, LLC
PERSONAL BOAT TRAINING
ONLINE OR ONBOARD YOUR BOAT

Docking • Locking • Anchoring
• With Captains Chris & Alyse Caldwell,
your cruising coaches.

Ready to start living the dream?
Try our TRAINING VIDEOS

772.205.1859 • CaptainChrisYachtServices.com

The banner includes an image of a lighthouse, a motor yacht on the water, and a CD/DVD icon.

SPONSOR ADS DIRECTORY

You will also have an ad in the "Sponsor Ads Directory", which is updated monthly. This online-only publication is accessed at www.GreatLoop.org —> Information —> Sponsors—> Sponsor Ads Directory. Ads are listed by level, starting with the Admirals, Commanders, Lieutenant Plus, and Lieutenants. Information on size and format requirements for these ads may be found on your enrollment form or on page two of this booklet.

Above is an example of a 1/4 page, Lieutenant level ad (not shown actual size).



November 2018

Podcast Series: 2020 Illinois Waterway Closure



The Army Corp of Engineers' plan to close seven locks on the Illinois River from July 1 - October 31, 2020 is leading many Loopers to wonder if doing the Loop will even be possible that year. There have been several discussions about this in the forum and your Home Port Crew has been busy doing research to find viable options to deal with the closure without putting your Loop plans on hold.

We believe you CAN still Loop in 2020 and we've begun a Great Loop Radio Podcast Series to help you look at the options and decide what will be the best decision for you and your crew.

E-UPDATE

The e-Update is AGLCA's monthly bulletin which is delivered to each member's inbox between issues of our longer Great Loop Link newsletter.

This brief e-newsletter is designed to keep members up-to-date on the latest news, website enhancements, Rendezvous & Events, and other timely information.

As a Sponsor, you are able to place a message in the issue of your choice (frequency of placement depends on sponsorship level) to announce special events, discounts, new products, or just to say hello! This is the perfect forum for your message. Our e-Updates have an average open rate about 50%, way above the industry average. The click-through rate is equally impressive with an average of 1 in every 5 readers clicking on at least one, if not all, of the links.

Be sure to take advantage of this outstanding benefit. If you need help planning your message, or, if you have any questions, contact JoAnn Smith at jsmith@greatloop.org.

Highlight on AGLCA Sponsors



Aqua Map is happy to offer AGLCA members The Great Looper's package (25% off for AGLCA's members only):

- Aqua Map USA & Canada forever (Official Nautical charts from NOAA, USACE and CHS)
- Aqua Map Master 2 years subscription (AIS, NMEA devices, Route Explorer, USACE Surveys service)

Only \$52.47 instead of \$69.97 ~ [Click here](#) to purchase

GREAT LOOP LINK NEWSLETTER

The Great Loop Link is AGLCA's electronic newsletter, published 11 times each year. It is posted on the GreatLoop.org website, and a link is emailed to each member when the newsletter is released.

On average, an issue of *The Great Loop Link* is read by about 50% of our members. The publication contains articles written by our members, Sponsor introductory write ups for all new sponsors, Loop completion lists and letters, articles on our website enhancements, and other benefit updates. Also included are articles submitted by Sponsors, Sponsor ads and logos, and other valuable information.

Depending on your level of Sponsorship, you receive a logo or a 1/4 page ad displayed in each issue. Your logo, or ad, contains an active link to your website, allowing members easy access to more information on your business as they are reading the publication.

Higher level Sponsors have the added ability to submit articles for inclusion in the newsletter. Below is an example of an introductory sponsor write up.

SPONSORS' CORNER



I'm happy to introduce AGLCA members to **REDZn Engine Anodes**. As a group of boaters who actively cruise and maintain your boats – often away from your home ports – the ability to keep up with anode maintenance in a reliable way is important to engine component longevity. REDZn is an improved anode that solves the problem of

zincs getting stuck and broken in coolers. Please see Bill Pike's 'Power and MotorYacht' article:

Review of REDZ Engine Anodes - [Power & MotorYacht](#)

as well as: www.redzincs.com

The premise is that the plug is an implicit rod puller. Its thread-less retention mechanism allows the plug to rotate relative to the rod, eliminating torsional forces that cause breakage. The force of the wrench is transformed into purely linear pull along the rod's strongest direction. Turn the wrench and out comes the zinc - the easy job it's supposed to be. No more struggling in cramped spaces to retrieve stuck rods or opening cooler end-caps. With REDZn, the task is quick, easy and self-contained.

I hope that REDZn can make your maintenance easier.

Sponsors also receive discounts on ads in the Great Loop Link! Check the Benefits Sheet on page 3 for more information!

SPONSOR DIRECTORY

The GreatLoop.org website is also where you will find the Sponsor Directory.

The Sponsor Directory lists Sponsors by category and Sponsor level. Your listing will display your logo, name, and sponsor level. Your logo and business name both click through to your directory page, as seen on the right hand of this page.

Please see below for an example of the Sponsor Directory.

When you submit your enrollment form, be sure to specify which categories you would like to be listed in, and be sure to give the correct information for display. If you feel your business falls under more than one category, be sure to indicate that as well. This information is also used on the Great Loop Interactive Map, so it is vitally important that everything is accurate!

If you have questions, please contact JoAnn Smith, jsmith@greatloop.org.

[Home](#) > [Great Loop Information](#) > [Sponsors](#) > [Sponsor directory](#) > [Waterway Guide Media, LLC.](#)

Waterway Guide Media, LLC.

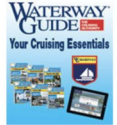
Admiral Sponsor

PO Box 1125, Deltaville, Virginia, 23043-1125, United States

tstehle@waterwayguide.com

<http://www.waterwayguide.com>

8047768999



Sponsor contact



Ted Stehle

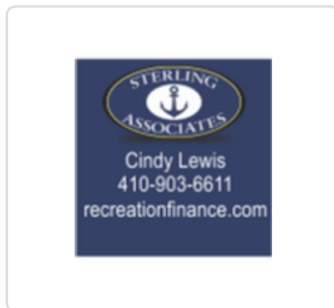
[Click here for more information!](#)

Offers

20% on Purchases

Waterway Guide - Waterway Guide Media LLC is happy to provide AGLCA members with a 20% discount on all Waterway Guide Ship Store purchases. Please use code AGLCA20 at online checkout at www.waterwayguide.com/ship-store

Active Filters: [Finance & Documentation](#) X



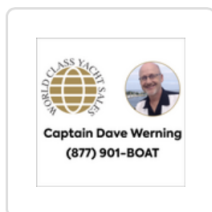
Cindy Lewis Sterling Associates Marine Lending

Lieutenant Plus Sponsor



All Yacht Documentation

Lieutenant Sponsor



World Class Yacht Sales

Lieutenant Sponsor

Sponsor category

- Finance & Documentation (3)
- Yachtbrokers & Boat Manufacturers (1)

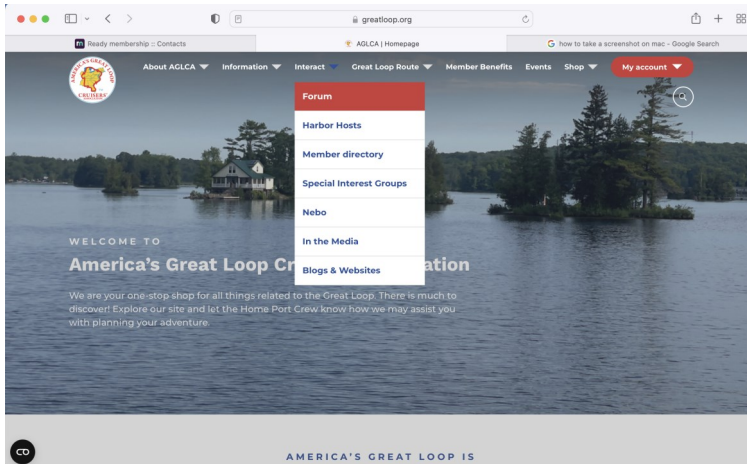
Just A Reminder: AGLCA provides all Sponsors with a copy of the AGLCA logo upon request!

DISCUSSION FORUM

One of the most popular features on GreatLoop.org is the AGLCA Discussion Forum. As a Sponsor, you have a forum thread reserved exclusively for your use. We request that you post all advertising communications with our members in this forum.

To use the Discussion Forum:

1. Log in to www.GreatLoop.org using your username and password.



2. Click on the Interact tab in the navigation bar on the site header. Forum will be the first one listed.

3. Click on the forum titled "AGLCA - Great Loop Information"

4. Click on **A Word from Our Sponsors** (the thread "pinned" at the top of the page) .

5. Scroll to the bottom of the page and find the text box.

6. Type in your message. You can customize font size, color, background, add images, etc.

7. When you are done, click **Reply** to post your message.

An example of how your post will look is shown below.

Your post will be available for members to see instantly or the next morning, depending on their settings. If you have any questions contact JoAnn Smith at jsmith@greatloop.org.

WEBSITE UPDATES

We recently moved to a new website provider. This new website has a vibrant new sponsor directory section, as previously noted. By providing your current information, your Sponsor Directory page will display everything our members need to contact you. Of course, our popular Discussion Forum is still very active, and the newest version is very easy to use. Please see an example of a Sponsor Directory page below.

[Home](#) > [Great Loop Information](#) > [Sponsors](#) > [Sponsor directory](#) > [Waterway Guide Media, LLC.](#)

Waterway Guide Media, LLC.

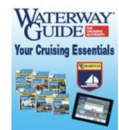
Admiral Sponsor

📍 PO Box 1125, Deltaville, Virginia, 23043-1125, United States

✉ tstehle@waterwayguide.com

🌐 <http://www.waterwayguide.com>

☎ 8047768999



Sponsor contact



Ted Stehle

[Click here for more information!](#)

Offers

👉 **20% on Purchases**

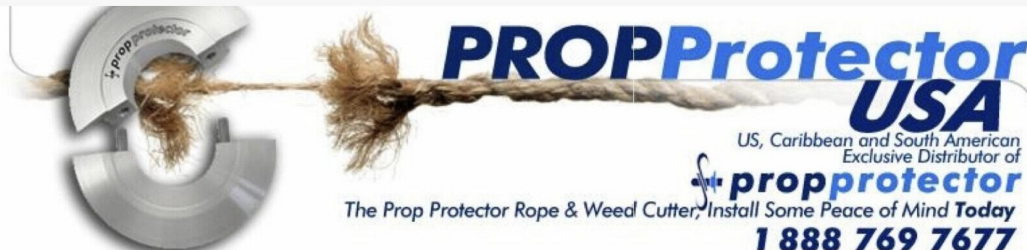
Waterway Guide - Waterway Guide Media LLC is happy to provide AGLCA members with a 20% discount on all Waterway Guide Ship Store purchases. Please use code AGLCA20 at online checkout at www.waterwayguide.com/ship-store



Chris Spencer
13 posts

Chris Spencer [prop protector](#)

Jul 22, 2021 · Edited



The new website looks great! Loopers, get your **20% Great Loop Discount on the Prop Protector**. Avoid unnecessary entanglements and enjoy more time on the water. Easy to install, our 316L stainless cutters have a razor sharp blade - easy to sharpen if necessary and does not require any maintenance/zincs. Just slices right through line, weeds, debris. Priced on average between \$200-\$300, the Prop Protector is a straightforward and affordable piece of insurance for peace of mind while boating. Contact us today at www.prop-protector-usa.com sales@prop-protector-usa.com 888-769-7677 for your discount and have fun on the Great Loop!

👍 1 [Direct Message](#)

CLASSIFIED ADS

The Classified Ad section on GreatLoop.org is one of the most popular features on the website. These ads may be viewed, and responded to, by anyone, not just our members. However, only our Sponsors and members are permitted to post ads! This adds amazing value to your Sponsorship.

The Classified Ads are accessed on GreatLoop.org by clicking Classifieds Ads under the Member Benefits tab. Instructions to add your classified ad are found on that page.

The categories for sponsor ads are:

- Boats For Sale by Sponsor
- Miscellaneous For Sale by Sponsor

Below is a photo of how your ad might look on the screen. As with any of your other benefits, if you need assistance, please contact JoAnn Smith at jsmith@greatloop.org.

Boats for Sale by Sponsor

1984 Marine Trader LaBelle 43

📍 Kemah Texas

💰 60,000.00

✉ info@littleyachtsales.com

Posted by Kent Little

Below decks her all teak and Air-Conditioned interior is beautiful. With large wraparound windows and plenty of headroom, the interior is well designed and offers a lot of volume for the size of the boat. The Marine Trader Sundeck 43 is a roomy & comfortable long range trawler. She would make a fantastic liveaboard and would be ideal for coastal cruising. She has dual station controls for enhanced operation and navigation Contact Ken Joyce Little Yacht Sales kenjoyce@littleyachtsales.com Tel: 713-504-3740



1 of 4

1984 Marine Trader LaBelle 43 5.jpg

Additional information

Basic Boat Info Price: \$60,000 USD Boat Name: "Queen Ann" Make: Marine Trader Model: Labelle Year: 1984 Condition: Used Category: Power Construction: Fiberglass Dimensions Beam: 14 ft 11 in Bridge Clearance: 20 ft 11 in Nominal Length: 43 ft Length

GREAT LOOP INTERACTIVE MAP

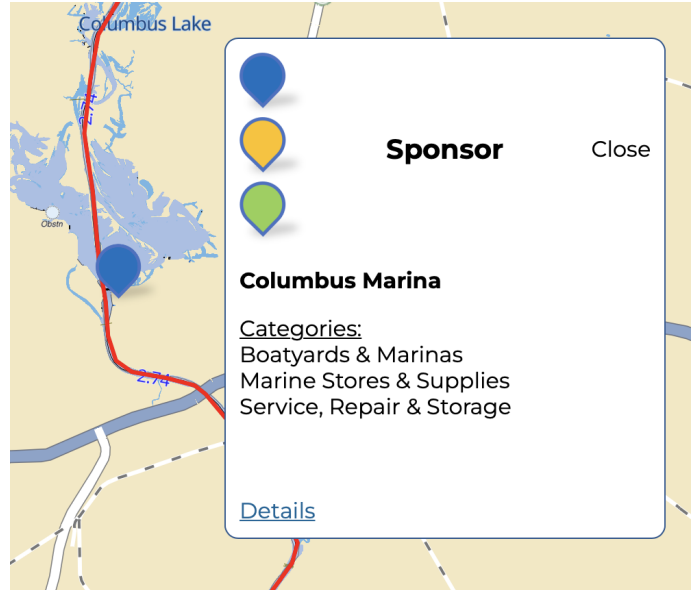
Another very popular feature on Greatloop.org is the interactive map.

The map displays all of our Sponsors by category and allows members to search by name, address, city or state.

Members can then click on your icon to find out more information. Currently, the information includes your company name, your selected categories, and a link to your Sponsor Directory page.

In order to ensure the accuracy of your listing, please make sure the information in your profile is correct and is the information you want to be displayed. If you need help, contact JoAnn Smith at jsmith@greatloop.org.

This is how your listing will appear when a member clicks on your icon.



- + Great Loop Segments
- + Harbor Hosts
- + Sponsors
- + Best of the loop



[My current position](#)

RENDEZVOUS & EVENTS

AGLCA holds two main Rendezvous each year, usually attended by between 250-350 people. This is your chance to interact with our members face-to-face and get your message across in multiple ways.

EXHIBIT SPACE

There's no better way to get to know our members than to socialize with them! As an Exhibitor you'll have multiple opportunities across four days to mingle with our attendees, tell them who you are, show them what you can do, *and sell them your products and services.*

All Exhibitors Receive:

- 6' table for duration of show
- Use of the Show & Tell room
- Listing in Rendezvous booklet
- Attendance at evening Receptions

The cost depends on the Event and your Sponsor level. Admirals receive free exhibit space.

SEMINAR PRESENTER

Speaking at one of our Looper 101 sessions is a great way to share your expertise with our members. Use your personal experience to present a session that is compelling for Loopers on all facets of the journey, be they planners, do-ers or veterans. This is an excellent way to connect with our members and show them you know your business.

SPONSOR SHOW & TELL

Unlike the seminars, the "Show & Tell" room gives you a chance to sell your products and services to our members! A 20-minute time slot will be available to each exhibiting Sponsor to get your message through. Give a demonstration. Present a slide show of your marina. Show why your product is better than other choices in the marketplace. Explain why you're the best at what you do. Facilitate a Q & A session. The agenda in this room is up to you.

SPONSOR AN EVENT

There are multiple events and customized promotional items available at each Rendezvous that al-

low you to get your name in front of our members.

Some examples include:

- Lunch Sponsor
- Coffee Sponsor
- Snack Sponsor
- Dinner Sponsor
- Wine & Cheese Reception Sponsor
- Name Tag Sponsor
- Notebook Sponsor
- Tote Bag Sponsor
- Photo Booth Sponsor

All **event** Sponsors have the opportunity to speak at their event. They also receive a write up in the agenda and signage at the event, and Loopers love these events! Availability and cost depend on the event and your level of Sponsorship.

RENDEZVOUS BOOKLET AD

All Sponsors receive a full color ad in the Rendezvous booklet. This impressive piece, printed on glossy stock, is given to each Rendezvous attendee. They not only browse through it at the event, but, they take it home and keep it as a reference.

This is a vital opportunity for you to get your message across so please be sure we have an up-to-date ad for your business. If you have any questions, contact JoAnn Smith at jsmith@greatloop.org. If you need help with an ad, we can provide design assistance.

DOOR PRIZES

Each evening at dinner we do random drawings for a host of prizes provided by our Sponsors. Your name and the prize you've provided are announced just before drawing the winner's name, and your participation will be noted in the Rendezvous booklet. Our members love to win stuff! All Sponsors may donate door prizes.

(Continued on page 11)

(Continued from page 10)

WELCOME BAG INSERTS

A welcome bag insert gives you the opportunity to put your message in the hands of each attendee. Anything you'd like to include to promote your business or pass information to our group, such as logo items, brochures, coupons, and more are great options. All Sponsors may contribute welcome bag items.

OTHER LIVE EVENTS

AGLCA offers other opportunities for Sponsors at our Looper Lifestyle events. Since these events vary from year to year, we will contact you as sponsorship opportunities become available. Sponsor participation generally includes welcome bag and door prize submissions, meal or reception sponsorship, and exhibiting.

GREAT LOOP RADIO

Each week, AGLCA presents a podcast, **Great Loop Radio**, which is available on iTunes and broadcast over the internet. Anyone may listen to the broadcast, if they are members of AGLCA or not. The podcast is available via the GreatLoop.org website, www.BlogTalkRadio.com/aglca, or iTunes. To date, we have over 333,000 listeners.

Each week, an Admiral, Commander, or Lieutenant Plus level Sponsor receives a 30-second commercial on the show, which they may either write and submit to us to be recorded, or record themselves. These commercials are an excellent tool for getting your name out, and, they live on in the archives!

Admiral Sponsors also receive an acknowledgment at the beginning of every show.

Co-hosts for the show are members, or Sponsors, who have expertise in the subject area being discussed. The shows are meant to be non-commercial in nature, but our Sponsor co-hosts are given a public acknowledgement and thank you for their support.

If you would like to be a guest or suggest a topic for Great Loop Radio, contact JoAnn at jsmith@greatloop.org.

