

Boost Your Brand's Visibility By Sponsoring RainedOut Alerts

Why RainedOut?

- Advertise to your community in a new and relevant way
- Build consumer loyalty by sponsoring the cost of the organization's communication system
- RainedOut alerts are highly anticipated and relevant because they are generated from your community's organizations
- Situation-based advertising – make a brand impression when the day has changed because of weather
- A portion of your sponsorship dollars will go directly to the organization
- RainedOut alerts are 160 characters in length, while the last 25 characters are dedicated to your sponsor message



How to sponsor an organization:

- Go to www.RainedOut.com and search for the organization
- Click on "Sponsor this Organization!" on their RainedOut Page
- Follow the on-screen instructions to quickly create your sponsor account

How to sponsor alerts by category or zip code:

- Go to www.RainedOut.com and click "Sponsor" at bottom of homepage
- Click "Sign Up to Sponsor Messages"
- Follow the on-screen instructions to quickly create your sponsor account

You can sponsor:

- **Individual organizations**
(e.g. Midtown Soccer)
- **Single or multiple categories**
(e.g. Soccer)
- **Single or multiple zip codes**
- **All alerts as a national sponsor**

