

CROSSROADS MOTORCYCLE RALLY 2014

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OF THE CROSSROADS MOTORCYCLE RALLY IS DESIGNED TO EFFECTIVELY PROMOTE THOSE BUSINESSES WHO PROMOTE THE RALLY. WE NEED YOUR SUPPORT TO HELP BRING THOUSANDS OF PEOPLE FROM AROUND THE NORTHEAST AND BEYOND TO VERMONT AND TO HELP SUPPORT THE **CENTRAL VERMONT HOME HEALTH AND HOSPICE**, THE CHARITY NAMED FOR THE 2014 RALLY! THE EVENT INCLUDES VENDORS, BANDS ALL WEEKEND, SHOWS, CONTESTS AND MORE TO KEEP RALLY GOERS ENTERTAINED.

COME, BE A PART OF THE 2014 RALLY.
SUPPORT A GREAT CHARITY, ENJOY A FABULOUS
WEEKEND AND PROMOTE YOUR BUSINESS!

BRONZ SPONSORSHIP (\$250)

- Ø TWO WEEKEND PASSES, CAMPING INCLUDED
- Ø RALLY SIGNAGE WITH PREMIUM PLACEMENT (PROVIDED BY SPONSOR)
- Ø INTERNET RECOGNITION
- Ø SPONSORSHIP APPRECIATION RECOGNITION AT THE RALLY
- Ø CARDS, BROCHURES OR OTHER INFORMATIONAL MATERIAL DISTRIBUTED

SILVER SPONSORSHIP (\$500)

- Ø FOUR WEEKEND PASSES, CAMPING INCLUDED
- Ø RALLY SIGNAGE WITH PREMIUM PLACEMENT (PROVIDED BY CRMR)
- Ø BUSINESS SIGNAGE (PROVIDED BY CRMR FOR YOUR PLACE OF BUSINESS)
- Ø INTERNET RECOGNITION
- Ø RADIO RECOGNITION
- Ø SPONSORSHIP APPRECIATION RECOGNITION
- Ø CARDS, BROCHURES OR OTHER INFORMATIONAL MATERIAL DISTRIBUTED

GOLD SPONSORSHIP – CUSTOM PACKAGE (MINIMUM \$750)

- Ø SIX WEEKEND PASSES, CAMPING INCLUDED. ADDITIONAL 2 PASSES PER ADDITIONAL \$250 SPONSORSHIP AVAILABLE.
- Ø RALLY SIGNAGE WITH PREMIUM PLACEMENT (PROVIDED BY CRMR)
- Ø BUSINESS SIGNAGE (PROVIDED BY CRMR FOR YOUR PLACE OF BUSINESS)
- Ø SPONSORSHIP PROMOTION AT DESIRED EVENT(S)*
- Ø INTERNET RECOGNITION
- Ø RADIO RECOGNITION
- Ø SPONSORSHIP APPRECIATION RECOGNITION
- Ø CARDS, BROCHURES OR OTHER INFORMATIONAL MATERIAL DISTRIBUTED
- Ø PREMIUM LOGO PLACEMENT ON THE RALLY SCHEDULE OF EVENTS

RALLY SIGNAGE WITH PREMIUM PLACEMENT

RALLY SIGNAGE, PROVIDED BY EITHER THE SPONSOR (**BRONZ SPONSORSHIP**) OR CRMR (**SILVER & GOLD SPONSORSHIP**) WILL BE PLACED IN PREMIUM LOCATIONS AT THE RALLY FOR MAXIMUM VISIBILITY AND EXPOSURE TO PROMOTE YOUR BUSINESS.

SILVER & GOLD SPONSORSHIP. PACKAGES MAY PROVIDE COMPANY LOGO, CUSTOM MESSAGES FOR SIGNAGE (I.E., RALLY ATTENDEES, STOP BY 'XYZ COMPANY' FOR A SPECIAL OFFER) TO HELP PROMOTE YOUR BUSINESS AND ENTICE RALLY GOERS TO PATRON YOUR BUSINESS.

BUSINESS SIGNAGE

SILVER & GOLD SPONSORSHIP. CRMR WILL HAVE A BANNER MADE FOR YOUR BUSINESS ADVERTISING THAT YOU ARE A SUPPORTER OF THE CROSSROADS MOTORCYCLE RALLY 2014. HAVING THIS BANNER OUTSIDE YOUR PLACE OF BUSINESS WILL ATTRACT THE ATTENTION OF MOTORCYCLE ENTHUSIASTS AND ENCOURAGE THEM TO PATRON YOUR BUSINESS.

INTERNET RECOGNITION

ALL SPONSORS OF THE 2014 RALLY, WILL BE ADVERTISED ON THE HOME PAGE OF **WWW.CROSSROADSMOTORCYCLERALLY.COM**. SPONSORS ARE ENCOURAGED TO PROVIDE A LOGO. YOUR LOGO WILL BE LISTED IN THE SPONSOR SECTION AND WILL CONTAIN A LINK TO YOUR WEBSITE, ALLOWING VIEWERS THE OPPORTUNITY TO CLICK ON YOUR LOGO AND GO DIRECTLY TO YOUR WEBSITE. CUSTOM MESSAGES MAY ALSO BE PROVIDED. YOUR SPONSORSHIP WILL REMAIN ON THE HOME PAGE, ADVERTISING YOUR BUSINESS, UNTIL THE SPONSORS ARE UPLOADED FOR THE **2015 RALLY**. YOU'LL RECEIVE UP TO A FULL YEAR OF ADVERTISING ON THE CRMR WEBSITE. YOUR BUSINESS WILL ALSO BE PROMOTED VIA SOCIAL MEDIA PAGES, SUCH AS **FACEBOOK** AND **TWITTER**. IF YOU HAVE A FACEBOOK PAGE FOR YOUR BUSINESS, PLEASE PROVIDE THAT INFORMATION AT THE TIME OF YOUR SPONSORSHIP. CRMR WILL FOLLOW YOUR PAGE AND HOPE THAT YOU, TOO, WILL FOLLOW THE CRMR PAGE. ALL SPONSORS WILL BE PROMOTED ON FACEBOOK AND TWITTER **REPEATEDLY FROM THE TIME THE SPONSORSHIP IS RECEIVED UP TO THE RALLY WEEKEND.**

SPONSORSHIP APPRECIATION RECOGNITION AT THE RALLY

ALL SPONSORS WILL BE RECOGNIZED AT THE RALLY. THE MC WILL ANNOUNCE EACH DAY THE SPONSORS WHO HAVE MADE THE EVENT POSSIBLE.

RADIO ADVERTISEMENT

GOLD SPONSORSHIP. YOUR BUSINESS WILL BE HIGHLIGHTED AS A **GOLD SPONSOR** OF THE RALLY ON ALL RADIO ADVERTISEMENT.

BUSINESS CARDS, BROCHURES OR INFORMATIONAL MATERIAL DISTRIBUTION

ALL SPONSORS.

SPONSORS MAY PROVIDE ANY FORM OF BUSINESS INFORMATION MATERIAL FOR THEIR BUSINESS TO BE DISTRIBUTED AT THE RALLY. ALL INFORMATIONAL MATERIAL WILL BE AVAILABLE AT RALLY HEADQUARTERS; A COMMONLY VISITED LOCATION AT THE RALLY HOUSING ALL RALLY MEMORABILIA, RAFFLE TICKETS, ICE AND MORE.

SPONSORSHIP EVENT PROMOTION

GOLD SPONSORSHIP. YOUR GOLD SPONSORSHIP ALLOWS YOU TO CUSTOMIZE YOUR SPONSORSHIP OPPORTUNITIES WITH CRMR. YOU MAY OPT TO SPONSOR A PARTICULAR EVENT OR AS PART OF YOUR SPONSORSHIP, YOU CAN CHOOSE TO HAVE YOUR BUSINESS PROMOTED DURING A PARTICULAR EVENT.

EXAMPLE: IF YOU CHOOSE TO SPONSOR THE MECHANICAL BULL RIDING COMPETITION (NOT YET CONFIRMED), THE MC WILL REPEATEDLY MENTION YOUR BUSINESS DURING THE SCHEDULED SHOWS ON SATURDAY. THEY WILL PROMOTE YOUR BUSINESS WITH YOUR CUSTOM MESSAGE OR SPECIAL OFFER.

****PLEASE REMEMBER, GOLD SPONSORSHIPS ARE COMPLETELY CUSTOMIZABLE.** WE ARE HAPPY TO WORK WITH YOU TO ACHIEVE YOUR DESIRED RESULTS FOR MAXIMUM EXPOSURE AND PROMOTION.

CROSSROADS MOTORCYCLE RALLY 2014 SPONSORSHIP

SPONSOR NAME: _____

ADDRESS: _____

CONTACT PERSON & PHONE: _____

EMAIL ADDRESS: _____

WEBSITE: _____

CHOSEN SPONSORSHIP PACKAGE FOR THE 2014 RALLY:

BRONZE **SILVER** **GOLD**

TOTAL SPONSORSHIP AMOUNT: \$ _____

OTHER: _____

PLEASE TELL US IF YOU WILL BE PROVIDING ANY OF THE FOLLOWING FOR THE RALLY:

- YOUR OWN BANNER/SIGNAGE BUSINESS CARDS
- PROMOTIONAL MATERIAL. DESCRIBE: _____
- OTHER: _____

PLEASE FORWARD YOUR LOGO AND ANY SPECIFIC PROMOTION INFORMATION TO OUR WEBMASTER, CHRIS WOOD, FOR INTERNET MARKETING AT **CHRISWOOD0869@GMAIL.COM**

THANK YOU FOR SPONSORING THE 2014 CROSSROADS MOTORCYCLE RALLY! WE APPRECIATE YOUR SUPPORT AND LOOK FORWARD TO SHARING A GREAT RALLY WITH YOU!

AUTHORIZED REPRESENTATIVE FOR SPONSOR

DATE

AUTHORIZED REPRESENTATIVE FOR CRMR

DATE