

THUNDER VALLEY RALLY™

September 18-20, 2015



Corporate Sponsorship Opportunities

WHY BECOME A SPONSOR?

- Our Sponsorship campaign is for one year.
- This 15 year program has a predicated attendance, 6000+ per event
- Visitors come nation-wide, and the event continues to grow at an outstanding rate.
- Due to the nature of the audience and Rally, advertising promotions are highly targeted and tracked
- Sponsorship is Exclusive (except motorcycle companies)
- Each sponsor will be shown marketing pieces before they are released
- The TVR marketing plan includes booths at other major state wide motorcycle specific programs. Each sponsor is able to provide promo items that the TVR staff will hand out and promote at each event attended.
- Thunder Valley Rally strives to outperform all listed packages

September 18-20, 2015

[Sponsorship Levels](#)

- | | |
|---------------------|----------|
| ■ Platinum Sponsor: | \$10,000 |
| ■ Gold Sponsor: | \$5,000 |
| ■ Silver Sponsor: | \$3,500 |



■Copper Sponsor: \$1000

Sponsorship packages are for one year unless contracted for longer.

All sponsorship packages offer exclusivity except for motorcycle manufacturers.

Platinum Sponsorship
\$10,000

- Name/logo listed as “**Presenter**” on all Official ads
- Thunder Valley Rally™; Presented by: (your company’s name/logo)
- Name/logo listed as Presenter on all Official print/online material in a highly visible location
- Name/logo listed as Presenter on all Official banners above all other sponsor levels
- Distribution of promo product(s) during the Rally by T.V.R. staff
- Name listed as Presenter on all Official T-Shirts very visible
- Company logo on Thunder Valley Rally™ website with link to your website on home page very large with click through
- Use of official Thunder Valley Rally™ Logo to use on your company ads
- Logo listed as Presenter on 1,000 bumper stickers for the year 2015 rally
- Unlimited booths and banners at the Rally for 3-days (Prime spots)
- Premier Logo placement on 5 local buses, to include 2) Verde Lynx Public Transportation Buses and 3) Cat Bus System as Presenter
- Radio spots on the Official radio stations in Arizona company listed as Presenter in the opening of the ad
- Old Town Cottonwood Street banner listed in large letters as Presenting sponsor (46 ft. long)
- Main Stage headline banner listed as Presenting sponsor

Room for negotiation on your company’s ideas for other forms of sponsorships



Gold Sponsorship Level

\$5,000

- Your company logo listed on all Official print/online material larger than lower level sponsors
- 2 Booths and unlimited banner space at Thunder Valley Rally™, 3-days
- Your company logo listed on all Official promotion banners larger than silver & copper levels
- Use of Official Thunder Valley Rally™ Logo on your company ads
- Logo with Link to your company's website from the Thunder Valley Rally™ website
- Logo placement on 5 local buses, to include 2) Verde Lynx Public Transportation Buses and 3) Cat Bus System more visible than silver and copper levels
- Company name used in all radio/TV ads
- Logo on the official TVR Shirt large and just under platinum level
- Old Town Cottonwood banner (46 ft. long) large company logo
- Main Stage large logo banner

Silver Sponsorship Level

\$3,500

- Your company logo listed on all Official print/online material larger than copper level
- Use of Official Thunder Valley Rally™ Logo on your company ads
- Logo with Link to your company's website from the Thunder Valley Rally™ website
- Booth and banner space at Thunder Valley Rally™, 3-days
- Company name listed on all radio/TV ads
- Logo on the official TVR Shirt more visible than copper level
- Second stage banner space large and visible



Copper Sponsorship Level

\$1,000

- Your company logo listed on all Official print/online material.
- Use of Official Thunder Valley Rally™ Logo on your company ads
- Logo with Link to your company's website from the Thunder Valley Rally™ website
- Booth and banner space available at 50% off at Thunder Valley Rally™, 3-days



The Fine Print

1. The Thunder Valley Rally™ is an event produced by the City of Cottonwood AZ.
2. Sponsors may use the Thunder Valley Rally™ logo in advertising or promotional materials with the expressed written consent of the City of Cottonwood AZ. All requests for the use of the logo must be submitted to the City of Cottonwood AZ., along with example usage, for approval prior to use. Thunder Valley Rally™ may withhold its consent to use the logo for any reason it deems necessary.
3. Failure to pay any portion of your contribution on or before the date due as indicated on the contract or any invoice sent by Thunder Valley Rally™ shall result in a forfeiture of your contribution rights.
4. Sponsors are entitled to the rights and benefits associated with the sponsorship level indicated in the “Sponsorship Levels” section of and the City of Cottonwood ,AZ reserves the right to make non-material modifications to those benefits from time to time.
5. Sponsors understand that certain benefits to the contributor require information or input by the Sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the benefit for which it was required.
6. Thunder Valley Rally™ has the right, upon request, to require Sponsors to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations as credit toward Sponsor contribution.
7. Thunder Valley Rally™ shall not be responsible for damages that result from unforeseen cancellations due to acts (weather, for example) beyond the control of Thunder Valley Rally™.
8. Sponsors, vendors, merchants or partners of the Thunder Valley Rally™ may not form any sort of partnership or enter into any sort of agreement with any form of media for the scheduled event days. Any contract and/or agreement between vendors, merchants and partners of Thunder Valley Rally™ may only be made with the exclusive media partners of Thunder Valley Rally™, and must first be approved by the City of Cottonwood AZ., in writing. Examples of violations include any sort of promotions, giveaways, remotes, etc. Violators of this clause will be asked to remove/cancel the infringing media, those who deny this request will be asked to leave the Thunder Valley Rally™ event grounds without a refund of their sponsorship fee.



CONTACT INFORMATION

City of Cottonwood
Hezekiah Allen
150 S. 6th St.
Cottonwood, AZ 86326

This agreement is between _____, and the City of Cottonwood for trade of in-kind or cash investment in lieu of _____ sponsorship level.

Company Representative: _____
Date: _____

City of Cottonwood Representative: _____

Hold Harmless/ Indemnity Agreement

Waiver of Liability: In consideration of your accepting this entry, I, the undersigned, intending to be legally bound, hereby from myself, my heirs, executors and administrators, waive and release any and all rights and claims for damages I may have against the City of Cottonwood's Thunder Valley Rally and their representatives, successors, and assigns, for any and all injuries suffered by me in this event. Further, I hereby grant full permission to the City of Cottonwood's Thunder Valley Rally and/ or agents authorized by them to use any photographs, videotapes, motion pictures, recordings and any other record of this event for any legitimate purpose