



2010 Sponsorship Proposal

The 9th Annual Dubs Along the Rockies (DATR) Show is Colorado's premier Volkswagen and Audi enthusiast event. The event includes cars covering the entire range of VW and Audi products from the original Type 1 up to the newest Audi R8.

Scheduled for August 22nd, 2010 at Pikes Peak International Raceway with the gorgeous front range of the Rocky Mountains as our backdrop, we look forward to providing you with a fantastic and unparalleled opportunity to present your business directly to the enthusiast community that comes from all over the USA and as far away as Canada. Our goal is to provide far more than your typical car show by hosting a swap meet, autocross, and the humorous and very popular slow drags. On top of these events, your business will be part of our vendor's midway where you can showcase your talents, products and services. We look forward to hearing from you and we appreciate you taking the time to review our proposal.

From the early days of the event run by Scott and Sheri Napier alone, with some major growth a few difficult years, DATR has become Colorado's Premier Volkswagen and Audi enthusiast event. In 2002, when Scott and Sheri put a dream into action, no one was aware of just how big DATR would one day become. The event has seen many venues, from a small community college, to the Citadel mall parking lot, and even the World Arena, but the venue that we all one day hoped for was Pikes Peak International Raceway. In 2009, that dream came true, and DATR occupied the infield of the track, with a complete Show and Shine event and an autocross event. 2009 offered some additional signs of growth, as Dubs Along the Rockies, Inc. was founded, making DATR a federally recognized Non-Profit Organization. DATR has continued to grow over the years as more and more enthusiasts recognize it as a must see event in the Colorado Front Range area. With your support, DATR 2010 will be the biggest and fastest ever.

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Mailing Address:

Dubs Along the Rockies (DATR)
PO Box 62727
Colorado Springs, CO 80962

Event Goals:

Provide event sponsors with the best marketing value by maximizing their exposure at extremely competitive pricing.

- Half page ad in Eurotuner magazine
- Web banner ad on VWVortex.com, Audizine.com, and other websites
- 5000 printed flyers distributed both locally and nationally
- Advertising on DATR website and several enthusiast forums
- Advertising on event t-shirt
- Promotional giveaways and raffle prizes
- Script advertising on public address system

Provide event participants with the best VW and Audi car show experience in Colorado. This will be accomplished by the following:

- 25+ car show classes to promote fair competition
- Track Event
- Slow drags (last person there wins)
- Promotional specials, giveaways, and raffle prizes
- Safe and friendly atmosphere shared with other VW and Audi enthusiasts

Provide event spectators with a safe and enjoyable car show. This will be accomplished by the following:

- Showcase the nicest VW and Audi vehicles from Colorado and across North America
- Hold entertaining events such as a track event and slow drags
- Provide music and entertaining bits via the PA system
- Provide product and promotional information through company display spots
- Create excitement through raffle prize and giveaways
- Maintain show security at all times
- Hold an entirely alcohol-free event with a strictly enforced zero-tolerance policy

Proposition:

Dubs Along the Rockies would like your company to be involved with our show, and we provide you with a few flexible options on just how to do that. Whether you choose to be a full event sponsor, have an on-site display space at the show, or choose to be an absentee sponsor (an excellent option for those companies who feel it would not be cost effective to make the trip with a full display) these packages are designed to maximize your exposure and increase your potential for gaining new customers.

Please review the following supporting packages and statistics then choose the option best suited for your company. If you have any questions, or would like to inquire about a custom package for your organization, please feel free to contact any of our staff members and we will do our best to satisfy your requirements.

Advantages:

There are many advantages to choosing this event versus opting for another form of advertising. These advantages will vary, based on the options you choose, but here are some examples of benefits you could realize by supporting this event:

- Dubs Along the Rockies is a Non-Profit Organization (NPO). All proceeds go to the promotion of sponsors and the running of the event.
- Direct contact with your target audience in an environment where they are motivated to learn about and purchase your products or services.
- Excellent community relations opportunity
- The ability to quickly and effectively market new products to your customers and allow them the ability to get “hands-on” with not only your products but your employees. This type of one on one contact builds a relationship between your potential customers and your staff that provides a sense of comfort and confidence in your company and its goods.
- Periodically** during the show, you will have the option to have promotional scripts about your business or your products announced on the public address system. These scripts can contain anything you desire and will provide yet another effective way to contact your potential customers and get them to your display, website, or retail locations.
- Your logo, a link to your Company’s website, and inclusion of up to 6 promotional items (based on what package you choose) in the show goodie bags will also be provided with your sponsorship.
- Your logo will be printed on the official show t-shirts, sized based on your level of sponsorship.

Attendance Figures:

	2004	2005	2006	2007	2008	2009
Air-cooled Cars	46	51	54	55	58	42
Water-cooled Cars	139	150	183	167	186	164
Auto-Cross Cars	n/a	53	61	n/a	n/a	38
Total Cars	185	254	298	212	244	254
Spectators	800	1200	1400	1100	1300	2100

Key Dates:

May 15, 2010 - Early Bird Discount: Those companies who pay in full before this date for any package listed below will receive a 5% discount on their price.

May 15, 2010 – Half page advertisement: Those companies who also pay in full by this date, this will ensure you will make the half page advertisement; we are planning on running July 2010.

June 01, 2010: This is the cutoff contract date to guarantee maximum exposure for all items listed in any given package.

Any company that does not provide payment in full by this date will be unable to have their logo on event flyers.

July 1, 2010: Any company not paid in full by this date will be unable to have their logo on the event t-shirts.

August 1, 2010: This is the point of no return date.

No refunds will be issued after this date. Refunds will be prorated for length of advertisements and media exposure run. The prorating will be based on a weekly time frame based on the number of weeks you gained from our extensive promotion and advertisement program.

Notes to all Sponsors:

- 1. We understand that showcasing some of customer's cars in your booth areas shows the expertise of your shop and what you have to offer other consumers but do to the logistics of judging; we will not judge cars in the sponsorship booth areas. All participants who wish to have their cars judged will need to have their cars in the judging area throughout the entire show.*
- 2. Each sponsor may have a team of five people to help setup, teardown, and work your sponsorship area for the day of show. If you need to have additional people to work your area, they will need to enter in as a spectator.*
- 3. Sponsor will not be allowed to act as a food vendor (i.e. sell/give away water/Gatorade) as this detracts from the food vendors who have paid to be there as well.*

On-Site Sponsorship:

Level 1 – Title Sponsor – \$1,500:

The Level 1 sponsorship is reserved for one company. As the primary sponsor, your company hosts the event. The Title Sponsor you will receive the following:

- Company logo will be the only logo featured on the front page of the DATR website
- All show marketing materials will state “Dubs Along the Rockies 2010 Presented By _____” to include:
 - Printed flyers
 - Event t-shirts
 - Event trophies
- Large logo placed at top tier of sponsors page on DATR website with click-through to company website
- On-site covered display space sized at 40'x20'
- Unlimited product donations for raffle prizes
 - **Note:** All item must be given to the DATR staff no later than 7 days prior to the show date or provide a listing of items your company will be providing day of show.
- Up to four cars allowed in display area
- Up to ten banners displayed around show site
- Up to six promotional items for goodie bags given to all car show participants
- Up to three pre-written promotional scripts read over the public address system
- Five event t-shirts

Level 2 – \$500:

Level 2 on-site sponsorship is equivalent to an “event” sponsor. Your sponsorship funds will go towards items like the car show, slow drags, t-shirts, and trophies.

- Medium company logo will be on show marketing materials to include:
 - Printed flyers
 - Event t-shirts
- Medium logo placed at second tier of sponsors page on DATR website with click-through to company website
- On-site display space sized at 20'x20'
- Unlimited product donations for raffle prizes
 - **Note:** All item must be given to the DATR staff no later than 7 days prior to the show date or provide a listing of items your company will be providing day of show.
- Up to two cars allowed in display area
- Up to five banners displayed around show site
- Up to four promotional items for goodie bags given to all car show participants
- Up to two pre-written promotional scripts read over the public address system
- Three event t-shirts

Vendor - \$100 (Food, T-Shirt, Miscellaneous Products):

- On-site display space sized at 10'x20'
 - Covered display space as available
- Unlimited product donations for raffle prizes
 - **Note:** All item must be given to the DATR staff no later than 7 days prior to the show date or provide a listing of items your company will be providing day of show.
- One banner displayed at show site
- One promotional item for goodie bag given to all car show participants

Absentee Sponsorship:

Want to sponsor the event but can't make it to the show? No worries... sign up as an absentee sponsor and enjoy the same marketing exposure as the on-site sponsors.

Just because your company can't be at the show to have a display booth doesn't mean you'll miss out on exposure. Make your presence known by donating items to be given away as raffle prizes. Donated items can be used to pay up to 50% of your sponsorship cost. Donated items will be valued at half of their MSRP.

Example: You make mufflers that have an MSRP of \$200. You're interested in being a Level 2 sponsor which costs \$500. You can pay up to half of your sponsorship cost (\$250) in mufflers. At half of MSRP, the mufflers are worth \$100 each. Two donated mufflers can now be used to pay for \$200 of your sponsorship cost with the remainder paid in cash.

Absentee Level 1 - \$500:

Level 1 of absentee sponsorship is equivalent to a Level 2 on-site "event" sponsor. Your sponsorship funds will go towards items like a track event, car show, slow drags, t-shirts, and trophies.

- Small company logo will be on show marketing materials to include:
 - Printed flyers
 - Event t-shirts
- Medium logo placed at second tier of sponsors page on DATR website with click-through to company website
- Pay up to half of sponsorship cost with donated product valued at half of MSRP for raffle prizes
- Up to three banners displayed around show site
- Up to three promotional items for goodie bags given to all car show participants
- Up to two pre-written promotional scripts read over the public address system
- During our public address we will mention the product donated by your company

Absentee Level 2 - \$0:

Want to get your company name mentioned over the public address system at the show? Donate smaller promotional items like coffee mugs, stickers, t-shirts, or key chains and we'll either use them in the goodie bags or combine with some of the larger raffle prizes. We'll give you a "shout out" for your donations during the raffle.

T-Shirt:

Proposed layout of the t-shirt, this image depicts an example of the back of the shirt and design:

