



## TATE Sponsors and Exhibitors Outline

June 10, 2017  
U of R Ted Runner Stadium Parking Lot

*For the benefit of the Redlands Rotary Club Foundation, other non-profits,  
and the children of Redlands and the East Valley.  
The Redlands Rotary Club Foundation is a California-registered public non-profit.*

### Definitions: "Where Do I/We Fit In?"

**Sponsors-** Paid or in-kind contributions by any entity or individual that offset operating expenses (Tiered sponsorship levels).

**Partner-** Non-profit entity that solicits sponsors, donors, and attendees, and provides committee members and event volunteers in exchange for sharing in certain proceeds from the event.

**Exhibitor-** Any private, public or non-profit business or agency that has a presence at the event for disseminating information or hand outs and/or distributing gifts: ex. "Health and Safety Exhibitor." (No charge. However, if the "Exhibitor" wishes to make a direct solicitation for paid membership, accept donations, or make sales, they do not qualify as an Exhibitor and MUST become a sponsor at the "Tow Truck" level or higher or Partner instead.)

**Vehicle Sponsor-** An entity that also provides a vehicle and event volunteers to interact with the attendees. No charge to participate. These sponsors will be recognized at the "Tow Truck" level unless a higher sponsorship is preferred and those conditions met.

**Concessionaire-** Any entity exchanging money for goods and services at the event who is not a qualified Sponsor or Partner (\$200.00, payable in advance).

**Entertainer-** An individual or group of individuals who provides free entertainment (juggling, magic, etc.) at the event. No charge to participate.

**Ticket Seller-** A non-profit group who may or may not be a Partner that may pre-purchase tickets for resale at half face value.

**Benefactor-** Any individual, company, organization, or entity which purchases tickets to be given away through the school district, another non-profit, their agency, or at the entry gate to any child or their family member who cannot afford a ticket to the event. Benefactors may specify their preferred recipients.

### Sponsorship Opportunities

#### "Big Rig" Title Sponsor - Cash Contribution of \$10,000.00 or More

- Acknowledgement and promotion as the title or "naming" sponsor of the event. Headline billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands' website with a link to the "Big Rig" Sponsor website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute marketing materials at the event whether attending the event or not and to display company signage on banners, signage, or promotional boards.
- The option to sell goods or services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- One hundred tickets to the TATE.
- Corporate or individual recognition as a Paul Harris Fellow with Rotary International.

### **“Steam Roller” Sponsor – Cash Contribution of \$5,000.00 or More**

- Top-tier billing plus logo on all event related paid marketing (press releases, advertising, signage, banners, broadcast and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands website with link to the “Steam Roller” Sponsor website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute marketing materials at the event whether attending the event or not and to display company signage on banners, signage, or promotional boards.
- The option to sell goods or services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Fifty tickets to the TATE.

### **“Bulldozer” Sponsor – Cash or “In-kind” Contribution of \$1,000.00 or More**

- Second-tier billing plus logo on all event related marketing (press releases, advertising, signage, banners, broadcast and social media, etc.).
- Recognition and acknowledgement on the Rotary Club of Redlands website for one year.
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- The option to sell goods or services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Twenty-five tickets to the TATE.

### **“Crane” Sponsor – Cash or “In-kind” Contribution of \$500.00 or More.**

- Third-tier billing plus logo on all event related marketing (press releases, advertising, signage, banners, broadcast and social media, etc.).
- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- The option to sell goods and services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Ten tickets to the TATE.

### **“Tow Truck” Sponsor (“For-profit Booth” or Vehicle Sponsor) – Cash or “In-kind” Contribution of \$200.00 or More**

- Opportunity to have a physical presence at the event with a booth, display, or demonstration.
- The option to distribute or make marketing materials available at the event.
- The option to sell goods and services, solicit memberships, or solicit donations.
- An option for vehicle participation at the event.
- Five tickets to the TATE.

### **“Pickup Truck” Sponsor- Cash or “In-kind” Contribution Not Listed Above.**

- Post event recognition from RCOR.

### **Additional Dedicated Sponsorship Opportunities**

**“Hard Hat” Sponsor** – Your name printed on the front of 1,000 children’s giveaway plastic toy hats, either fire fighter or construction worker: 4 @ \$2,000 each (deadline May 6, 2017).

**“Tons of Trucks Family Fun Pack” Sponsor** – Your name printed on 1,000 “Tons of Trucks” activity or coloring books and crayons to hand out to the kids: 4 @ \$1,400 each (deadline May 6, 2017).

**“Beach Ball” Sponsor** – Buy 100 beach balls to use at the wildly popular “Beach Ball Dump Truck” activity then give away to kids with your name prominently displayed as the sponsor: 1 @ \$1,200 (deadline May 13, 2017).

**“Goodie Bag” Sponsor** – Your name printed in full color on 1,000 reusable plastic tote bags that kids can carry their souvenirs home in: 4 @ \$850 each (deadline May 6, 2017).

**“Feed a Truck Driver” Sponsor** – Provide meal tickets for our hard-working Touch-A-Truck drivers and event volunteers: 4 @ \$500 each.

**“Door Prize” Sponsor** – Donate a family-and-kid-friendly door prize valued at \$250 or more, or donate \$250 in cash: 10 @ \$250 each.

**“I Gotta Go Bad!” Sponsor** – Provide for the rental of a “porta-potty” placed strategically in the truck parking area with your name prominently displayed on the unit as the sponsor: 4 @ \$125.00 each.

**“Family Fun Zone” Sponsor** – Donate cash to help us stock our kids’ games and crafts area with supplies and prizes. Your name prominently displayed as a “Fun Zone” sponsor: suggested \$50 minimum.

We are happy to work with you to create a sponsorship unique from any of these listed here to suit the needs or requirements of you or your organization. Just ask.

**Partner Opportunities (Non-profits Only)**

See separate “Partnering Agreement” for an outline.

**Email [trucks@redlandsrotary.org](mailto:trucks@redlandsrotary.org)**

**[www.redlandstouchatruck.com](http://www.redlandstouchatruck.com)**