

**National City®**



# ROAR ON THE RIVER

July 18-20, 2008



## EVENT PARTNER PACKAGE



Create New Waves of Attention with Partnership Opportunities





***Attention Race Fans!***

Trenton Rotary Club is pleased to announce that Downriver's oldest and most action-packed spectator event has a new name: It's now the "***National City Roar on the River,***" in recognition of our new Title Partner, National City. The "***Roar,***" which first took to the waters of the Detroit River in 1951, will celebrate its 58<sup>th</sup> running **July 18-20 at Elizabeth Park** in Trenton.

A non-profit event organized and run by the Trenton Rotary Club, the Roar on the River maintains its longevity and enthusiast following because of its unprecedented support from the business community. Last year alone, more than 125 businesses and organizations were part of the Roar on the River success formula.

The key behind that formula is the fact that the Roar is such a "mutually beneficial" activity for all those involved.

Trenton Rotary, which has operated the event since the mid-1970s as a local community service project, works hard to assure that all of our event "partners" find that being part of Roar on the River is a rewarding experience on several levels, including its promotional opportunities and the simple fact that it's difficult NOT to have a great time when you are spending time at this fast-paced, multi-faceted event.

Today, with the support of key community partners such as Wayne County Parks, the City of Trenton and the Trenton Outboard Race Club, we enter each year with the expectation that the upcoming event will be even better than the last.

In 2007, record-shattering crowds gathered for food, music, family entertainment, a classic car show, fireworks and the thrill and excitement of power boat racing. For more information and announcements regarding the 2008 "Roar," visit us at [www.trentonroarontheriver.com](http://www.trentonroarontheriver.com).

If you'd like additional information on the opportunities available for partnership in this event, please feel free to contact me at **(734) 675-0266, Ext. 230**, or our Director of Promotional Opportunities **Fred Miller** at **Ext. 235**.

***See you at the Races!***

Paul W. Jocks  
Co-Chairman  
2008 National City Roar on the River



**Partner with Trenton Rotary and the**  
**2008 National City**  
**Roar on the River**  
*July 18-20, Elizabeth Park, Trenton*

The Trenton Rotary Club is proud and excited to welcome National City as the new Title Partner for the 2008 Roar on the River. We are again looking forward to providing a great event with a diverse range of promotional advantages for our “Partners” — the numerous organizations and individuals that team up with Trenton Rotary to produce this non-profit community event. Upon signing on, Roar on the River partners become part of a multi-media promotional effort and an event that brings thousands of people together for a fast-paced weekend of fun in a dynamic venue. Our partnership programs can be custom-fitted to your promotional needs and budget. Call your Roar advisor for more details.

**Let our event market your company!**

- ❑ Obtain exposure to more than 50,000 people “on site” as well as hundreds of thousands of people regionally through event advertising and promotion.
- ❑ Network with more than 125 participating business partners in the growing family of Roar on the River supporters.
- ❑ Be part of one of Downriver’s oldest and fastest growing events.
- ❑ Utilize this great venue as a prime spot for your company or family picnic, or for entertaining VIP clients.



### **“SST-45 World Championship” Partner**

**(EXCLUSIVE SPONSORSHIP)**

- Company name used in title of the weekend’s “World Championship” SST-45 class event (Ex: The “Acme Inc. UIM World Championship”). *This APBA World Championship event is a total-points competition spread over the two days of racing. It includes four exciting races: Two heats Saturday and two Sunday — Finals Sunday afternoon*
- Company name included in all pre-race promotion:
- *News-Herald advertising, Cable television advertising and event coverage, Outdoor signage*
- Name included on the cover of Special Race Supplement in The News-Herald Newspapers (*Circulation 90,000; Readership 300,000*).
- Full-page advertisement in the Race Supplement.
- Company logo on official race T-shirt.
- Frequent mentions on the public address system during both race days.
- Reserved 30’x30’ hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- \$500 “Race Cash” for weekend concessions.
- Package includes 20 free tickets to the “Taste of the Races” Friday Night charity preview party.
- Display company products.
- Strategic company banner placement.
- Company name on one race boat in the SST-45 class.
- Photo opportunities with boat and driver.

**Total “SST-45 World Championship” Investment: \$12,500**

### **“Roar over the Park” FIREWORKS Partner**

**(EXCLUSIVE SPONSORSHIP)**

- Company name used in title of the weekend’s “Roar over the Park” 30 minute fireworks display (Ex: The “Acme Inc. Roar over the Park” Fireworks).
- Company name included in all pre-race promotion: *News-Herald advertising, Cable television advertising and event coverage, Outdoor signage*
- ½-page advertisement in the Race Supplement in The News-Herald Newspapers (*Circulation 90,000; Readership 300,000*).
- Company logo on official race T-shirt.
- Frequent mentions on the public address system during both race days.
- Reserved 30’x30’ hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- \$350 “Race Cash” for weekend concessions.
- Package includes 12 free tickets to the “Taste of the Races” Friday Night charity preview party.
- Display company products.
- Strategic company banner placement at the event.
- Company name on one race boat in the SST-120 or SST-45 class.
- Photo opportunities with boat and driver.

**Total “Roar over the Park” Fireworks Investment: \$10,000**



**Main Stage Partner**

- Concert Stage premier title banner placement (banner provided by partner).
- ½-page advertisement in Special Race Supplement, which is published in The News-Herald Newspapers the Wednesday before race weekend. (*Circulation 90,000; Readership 300,000*).
- Name listed in “Race Supporters” listing in Race Supplement.
- Mentions on the public address system both race days.
- Reserved 20’x20’ hospitality tent including 3 tables and 30 folding chairs and VIP seating both days of racing.
- \$300 “Race Cash” for weekend concessions.
- Race heat named for your Company on a first come first serve basis.
- Package includes 10 free tickets to the “Taste of the Races” Friday Night charity preview party.
- Strategic company banner placement.
- Company name on race boat and T-shirt.
- Photo opportunities with boat and driver.

**Total “Main Stage Partner” Investment: \$7,500**

**Typhoon Tommy Jet-Ski Show Partner**

- Half-page advertisement in Special Race Supplement, which is published in The News-Herald Newspapers the Wednesday before race weekend. (*Circulation 90,000; Readership 300,000*).
- Company signage in Jet-Ski staging area and on watercraft.
- Name listed in “Race Supporters” listing in Race Supplement.
- Frequent references to company during each Jet-Ski team performance.
- Reserved 20’x20’ hospitality tent including 3 tables and 30 folding chairs and VIP seating both days of racing (deduct \$750 if tent not required).
- Package includes 8 free tickets to the “Taste of the Races” Friday Night charity preview party.
- \$240 “Race Cash” for weekend concessions.
- Photo opportunities with Typhoon Tommy and crew.

**Total “Typhoon Tommy Partner” Investment: \$3,500**

**Taste of the Races Friday Party Sponsor**

- Quarter-page advertisement in Special Race Supplement, which is published in The News-Herald Newspapers the Wednesday before race weekend. (*Circulation 90,000; Readership 300,000*).
- Name listed in “Race Supporters” listing in Race Supplement.
- Mentions on the public address system both race days.
- 6 tickets to the “Taste of the Races” Friday Night charity preview party.
- \$180 “Race Cash” for weekend concessions.
- Company banner placement inside restaurant area.
- Company name on race boat.
- Photo opportunities with boat and driver.
- Corporate Village Tent package available for discounted additional cost (\$1,000).

**Total “Taste of the Races Partner” Investment: \$1,850**



**Corporate Tent Packages**

- 20'x20' hospitality tent in prime viewing area including 2 tables and 20 folding chairs.
- Package includes 4 free tickets to the "Taste of the Races" Friday Night charity preview party.
- Company banner placement.
- Mention on the public address system.
- \$100 "Race Cash" for weekend concessions or catering credit.
- A "business card" advertisement on our "Local Business Directory" page in our Special Race Supplement.

**Basic package - \$1,495**

**Upgrades and Options:**

- Upgrade to 30'x30' tent including an additional 10 chairs and 1 table, plus additional \$100 race cash.  
**Additional Cost: \$600.**
- Upgrade to 40'x30' tent including an additional 20 chairs and 2 tables, plus additional \$200 race cash.  
**Additional Cost: \$1,200.**

**"SST-45 Boat Partner"**

- Company name on SST-45 race boat.
- Eighth-page advertisement in Special Race Supplement.
- Name included in "Race Supporters" listing in Race Supplement.
- Package includes 2 free tickets to the "Taste of the Races" Friday Night charity preview party.
- \$50 "Race Cash" for weekend concessions.
- Photo opportunities with boat and driver.
- Corporate Village Tent package available for discounted additional cost (\$1,250).

**"Boat Partner" Investment: \$1,500**

**Commemorative T-Shirt Partner**

- Your company logo emblazoned on the back of the official "Roar on the River" T-shirt that will be sold throughout the weekend.
- A "business card" advertisement on our "Local Business Directory" page in our Special Race Supplement.
- Name listed in "Race Supporters" listing in Race Supplement.
- Mention on the public address system.

**"T-Shirt Partner" Investment: \$495**



**Can't make the races?**

You can still capitalize on the popularity of the Roar on the River by placing an ad in the Race Program, which will be published as a full-run supplement in The News-Herald Newspapers on Wednesday, July 16, 2008, just before race weekend. Along with distribution to the entire News-Herald readership area (**Circulation 90,000; Readership 300,000**), the Race Program will be available at highly visible news rack locations throughout race weekend at Elizabeth Park.

**News-Herald Race Supplement Advertising**

- **Full-page** advertisement in Special Race Supplement - **\$1,950.**
- **Half-page** advertisement in Special Race Supplement - **\$1,100.**
- **Quarter-page** advertisement in Special Race Supplement - **\$595.**
- **Eighth-page** advertisement in Special Race Supplement - **\$395.**
- **Business card** size ad on our "Local Business Directory" page - **\$275.**

**And Don't Miss "Taste of the Races!"**

The Roar on the River kickoff party is the best outdoor party of the year! More than 1,000 people attended last year's event, enjoying the tasteful offerings of more than 35 of the region's best restaurants.

- Tickets to the "Taste of the Races" Friday Night charity preview party - **\$40 in advance, \$45** at the door (if available).

**ATTENTION RESTAURANTS!!**

The size of Taste of the Races is expected to be expanded from 35 to 40 restaurants this year, so some space is expected to be available for additional restaurants to become part of this popular kickoff party for the Roar on the River weekend. Those interested in obtaining the full details on becoming a "Restaurant Partner," please contact **RONNIE JACEK** at **734-281-5877**.

**HERE'S A "CLASSIC" OPPORTUNITY**

Since joining the Roar on the River event lineup in 2005, the "**Roar in the Park**" Classic Car Extravaganza has become a favorite of the region's vintage car enthusiast and created a whole new range of promotional opportunities. A complete summary of those opportunities is available in a separate packet. For additional information on Roar in the Park partnerships, contact **BRUCE DIVEN** at **734-818-6808**. Classic car enthusiast also can obtain information on participating in this event by calling Bruce. The Roar in the Park Classic Car Extravaganza is proud to welcome the return of **Gorno Ford** as Title Partner for the third consecutive year.