

July 23-25, 2010

Trenton Rotary ~ P.O. Box 161 ~ Trenton, MI 48183



2010 "SST-45 World Championship" Partner Package

The 2010 SST-45 World Championship Exclusive Package Includes:

- Company name listed as Sponsor of the weekend's SST-45 class event (Ex: "Trenton Rotary Roar on the River SST-45 Championship Sponsored by Acme Inc."). *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.
- Strategic banner placement: "Trenton Rotary Roar on the River SST-45 Championship Sponsored by Acme Inc."
- 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
(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10)

***SPECIAL OFFER:** Agree to SST-45 World Championship for two years and pay only \$10,000 the second year.

Agreed to and accepted by

Date

Roar on the River

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60th Annual "Roar on the River" 2010 "SST-120 World Championship" Partner Package

The 2010 SST-120 World Championship Exclusive Package Includes:

- Company name used in title of the weekend's SST-120 class event (Ex: The "Acme Inc. SST-120 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.
- Strategic company banner placement and company product display availability.
- Company name on one race boat in the SST-120 class.
- Photo opportunities with boat and driver.

Total "SST-120 World Championship" Investment: \$13,500

(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10

5% discount if paid by 5/1/10)

***SPECIAL OFFER:** Agree to SST-120 World Championship for two years and pay only \$11,000 the second year.

Agreed to and accepted by

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Roar on the River

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2010 Corporate Partner Package

The Corporate Sponsorship Package Includes:

- Company name listed as Corporate Sponsor of the weekend's "Roar on the River". (Ex: "**Trenton Rotary** Roar on the River " Sponsored by Acme Inc.")
- 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.
- Strategic banner placement: "**Trenton Rotary** Roar on the River Corporate Sponsorship Sponsored by Acme Inc."
- Company name on one race boat in the SST-45 class.
- Company name on one race boat in the SST-120 class.
- Photo opportunities with boat and driver.

Total "Corporate Sponsorship" Investment: \$10,000
(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10)

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2010 "Roar over the Park" FIREWORKS Partner Package July 24, 2010

The 2010 Fireworks Exclusive Package Includes:

- Company name listed as Sponsor of the weekend's "Roar Over the Park" 10-20 minute fireworks display. (Ex: "**Trenton Rotary** Roar on the River 'Roar Over the River Fireworks Display' Sponsored by Acme Inc.")
- 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 banner placement at the event: "**Trenton Rotary** Roar on the River 'Roar Over the River Fireworks Display' Sponsored by Acme Inc." Banner provided by Roar on the River.
- 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

(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10
5% discount if paid by 5/1/10)

***SPECIAL OFFER:** Agree to Fireworks partner for two years and pay only \$8,500 the second year.

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2010 "Main Stage Partner"

The 2010 Main Stage Package Includes:

- Concert stage banner that reads: "Trenton Rotary Roar on the River Main Stage Sponsored by Acme Inc." Banner provided by Roar on the River.
- 1/2 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

(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10)

5% discount if paid by 5/1/10)

***SPECIAL OFFER:** Agree to be a Main Stage Partner for two years and pay only \$6,750 the second year.

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2010 "Typhoon Tommy Jet-Ski Show" Partner

The 2010 Typhoon Tommy Jet-Ski Show Package Includes:

- 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*).
- Banner in Jet-Ski staging area: "Trenton Rotary Roar on the River '2010 Typhoon Tommy Jet-Ski Show' Sponsored by Acme Inc." Banner provided by Roar on the River.
- Company name on watercraft.
- Name listed in "Race Supporters" listing in Race Supplement.
- Frequent references to Company during Jet-Ski team performances.
- 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.
- Company name on race boat or T-Shirt.
- Photo opportunities with Typhoon Tommy and crew.

Total "Typhoon Tommy" Investment: \$3,500

*(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10
5% discount if paid by 5/1/10)*

***SPECIAL OFFER:** Agree to be a Typhoon Tommy Jet-Ski Show Partner for two years and pay only \$3,250 the second year.

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**2010 "Taste of the Races" Partner
July 24, 2010**

The 2010 Taste of the Races Partner Package Includes:

- 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.
- Package includes 6 free tickets to the "Taste of the Races" Friday Night charity preview party.
- \$180 "Race Cash" for weekend concessions.
- Strategic sponsor banner placement: "Trenton Rotary Roar on the River 'Taste of the Races' Sponsored by Acme Inc." Banner provided by Roar on the River.
- 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" Investment: \$1,850

(10% due on signing, 40% due by 03/30/10, balance due by 6-30-10)

***SPECIAL OFFER:** Agree to be a Taste of the Races Partner for two years and pay only \$1,650 the second year.

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2010 Corporate Tent Packages

The 2010 Corporate Tent Package Includes:

- 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.**

Agreed to and accepted by

Date

Roar on the River

Date