



## 2011 "SST-45 World Championship" Partner Package

### The 2011 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
  - Radio, Channel 7 television advertising and event coverage (Pending)
  - 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 20'x20' hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- Package includes 10 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: \$7,500**  
 (10% due on signing, 40% due by 03/30/11, balance due by 6/30/11)

**\*SPECIAL OFFER:** Agree to SST-45 World Championship for two years and pay only \$6,500 the second year.

\_\_\_\_\_  
 Agreed to and accepted by

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Roar on the River

\_\_\_\_\_  
 Date

July 22-24, 2011

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



**61<sup>st</sup> Annual “Roar on the River”  
2011 “SST-120 World Championship” Partner Package**

**The 2011 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*
  - *Radio, Channel 7 television advertising and event coverage (Pending)*
  - *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 20’x20’ hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- 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 03/30/11, balance due by 6/30/11  
5% discount if paid by 5/1/11)

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

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**61<sup>st</sup> Annual “Roar on the River”  
2011 “Formula 1 (F1) North American Championship” Partner Package**

**The 2011 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*
  - *Radio, Channel 7 television advertising and event coverage (Pending)*
  - *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 20’x40’ hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- 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 “Formula 1 (F1) North American Championship” Investment: \$10,500**  
(10% due on signing, 40% due by 03/30/11, balance due by 6/30/11  
5% discount if paid by 5/1/11)

**\*SPECIAL OFFER:** Agree to Formula 1 (F1) North American Championship for two years and pay only \$9,000 the second year.

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## 2011 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 20'x40' hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- 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 03/30/11, balance due by 6/30/11)

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## 2011 "Roar over the Park" FIREWORKS Partner Package July 23, 2011

### The 2011 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 20'x40' hospitality tent including 4 tables and 40 folding chairs for VIP seating both days of racing.
- 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 03/30/11, balance due by 6/30/11  
5% discount if paid by 5/1/11)

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

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July 22-24, 2011



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## 2011 "Main Stage Partner"

### The 2011 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.
- 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 03/30/11, balance due by 6/30/11  
5% discount if paid by 5/1/11)

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

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## 2011 "Typhoon Tommy Jet-Ski Show" Partner

### The 2011 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 '2011 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.
- 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 03/30/11, balance due by 6/30/11  
5% discount if paid by 5/1/11)*

**\*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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**2011 "Taste of the Races" Partner  
July 22, 2011**

**The 2011 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.
- 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 03/30/11, balance due by 6/30/11)*

**\*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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## **2011 Corporate Tent Packages**

### **The 2011 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.
- 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.**

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