

July 22-24, 2011



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

## ◆◆◆◆◆◆◆◆◆◆ About The Trenton Rotary ◆◆◆◆◆◆◆◆◆◆

This non-profit event is organized and run by the Trenton Rotary Club. The Roar on the River maintains its longevity and enthusiastic following because of its unprecedented



support from the business community. Last year alone, more than 125 businesses and organizations were part of the



success formula. The key behind that formula is the fact that the Roar is such a mutually beneficial activity for all those involved. The Trenton Rotary has operated this event as a community service

project since the mid-1970s and works hard to ensure that all "partners" and their sponsors have a rewarding experience on several levels, including its promotional opportunities and the fact that it is simply impossible NOT to have a great time at this multifaceted, fast-paced event! Together with key our partners Wayne County Parks, the City of Trenton and the Trenton Outboard Race Club, we look forward to a bigger and better "Roar" than last year. Be prepared to see huge crowds throughout the weekend, enjoying the great action on the water and the wide array of things to see and do along the Elizabeth Park shoreline!

## ◆◆◆◆◆◆◆◆◆◆ Marketing Campaigns ◆◆◆◆◆◆◆◆◆◆



Event and community marketing is the best vehicle to generate top-of-mind recognition. We are dedicated to working with businesses to get the best promotional value for their partnership dollars. Past partners have realized increased sales, collected valuable customer information and reaped the benefits of our aggressive marketing campaign. We have many opportunities to get you in front of the right crowd for your promotions, and are willing to work with any special requests you might

have. Our event cannot be produced without the support and involvement of our valued partners. Thank you in advance for your consideration, and we look forward to being a part of your 2010 promotional plans!

### Web

Websites

- [www.TrentonRoarOnTheRiver.com](http://www.TrentonRoarOnTheRiver.com)
- [www.RoarInThePark.com](http://www.RoarInThePark.com)

Facebook

Twitter

YouTube

MySpace

PR Log

Yahoo Events

### TV

WXYZ Channel 7

Comcast Cable TV

### Miscellaneous

Posters

Signage

Banner at Elizabeth Park

Lawn signs

Brochures

Viral marketing through our sponsors & entertainers

### Print

The News Herald

- Three press releases
- News Herald Supplement

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July 23, 24 & 25, 2010  
Friday, 4.00pm - Midnight  
Saturday, 7.00am - Midnight  
Sunday, 7.00am - 6.00pm  
Elizabeth Park  
Trenton, Michigan  
Jefferson Street in Downtown Trenton

A Roar on the River promotional partnership is a great way to promote your business in a fun, casual summertime venue! It's thinking "outside the box" and gets your name in the public's eye through Downriver's biggest event!



- OLDEST festival in the Downriver area — our 61<sup>st</sup> year!
- BIGGEST festival in the Downriver area
- More than 30,000 festival-goers
- Media exposure via local TV news, Comcast Cable, local newspaper, website, Social Networks, Yahoo! and many other PR endeavors!
- World championship, world class outboard tunnel boat racing
- World class Jet Ski entertainment
- Classic car show on Sunday
- Boy Scout Pancake breakfast Saturday and Sunday mornings
- TasteFest on Friday featuring 40 local and national restaurants
- 150 + local volunteers
- Live entertainment "Music Festival" Friday and Saturday Nights
- Fresh concessions
- Free Children's Fun Fair
- \$5 Suggested parking donation
- Your logo/banner at all weekend events
- Special supplement featuring race weekend in News Herald
- Race program ad
- Hospitality tents
- Public address announcements
- Pre-event marketing opportunities
- On-site booth promotion opportunities website promotions at [www.TrentonRoarOnTheRiver.com](http://www.TrentonRoarOnTheRiver.com)
- T-shirt logo opportunities