
CALL FOR SPONSORS

Kittitas Valley Monster Truck,
Carnival and Fish Fry Weekend

May 13-15, 2016

Presented by the Kittitas Valley Event Center



FOR MORE INFORMATION

Contact

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Kittitas Valley Event Center

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The Kittitas Valley Event Center, Home of the Kittitas County Fair and Ellensburg Rodeo, is inviting local and regional businesses, non-profits, and government agencies to become a part of the first and hopefully annual Monster Truck, Fish Fry and Carnival weekend in Ellensburg. Various levels of sponsorship are possible. Based on the sponsorship level, the sponsor will have access to opportunities for advertising and/or displaying their products, services, etc. We plan to have a well attended community event and need your support to get this event up and running.

Objective:

It is the intent of the Kittitas Valley Event Center (KVEC) to promote and manage a 3 day weekend of activities that includes a Monster X Destruction Tour Truck show, Davis Amusement Cascadia Carnival and an all-you-care to eat Catfish and Hushpuppy Fry. The objective is to build a spring weekend to compliment the Fall County Fair/Rodeo activities by offering events that are of interest to Motorsports enthusiasts. With the hopes of building an annual event, we have assembled these three activities to present the best draw for attendance and community involvement.

Schedule of Activities:

May 13 th :	Carnival: 1pm - 11pm Monster X Pit Party: 6pm - 7pm Monster X Show: 7pm - 9pm	May 15 th :	Carnival: 10am - 8pm Fish Fry: 11am - 6pm
May 14 th :	Carnival: 10am - 11pm Fish Fry : 11am - 6pm Monster X Pit Party: 6pm - 7pm Monster X Show: 7pm - 9pm		



Sponsorship Prospectus:

- Attendance: We are estimating around 9000 in tickets sales between all 3 events.
- Radio Coverage: We plan to advertise with 4 different radio broadcast entities with a total of 11 Stations including 4 spanish speaking stations. These stations include both AM and FM bands and cover County, Classic Rock, Sports and Talk Radio genres. There stations cover most of Central Washington
- Your Visibility: Logo and Name recognition in the following areas depending on level of sponsorship:



- Event Banners both onsite 2 weeks prior, and around town the week before the event.
- Logo and/or name listing on the event website and online ticket sales site.
- Designated areas to display your own banner during the events.



- Name mentions during the Monster Truck events.
- Vendor space to setup a booth or display products.



- There are other possibilities, please contact us to see what we can do to build more opportunities.

We have a number of sponsorship opportunities and I would be happy to work with you on what works best for your company or organization. Here are the standard packages:

Tier 1 Sponsor: \$2500 with a minimum of \$1500 in Cash (Limit to 4)



- Display Truck for up to 6 hours at your business the day before the Event
- 6 Weekend Access Passes for the Monster Truck Event including access to the Gold Buckle Room
- Vendor Space (up to a 10x20) at the Monster Truck Event and/or at the Carnival/Fish Fry
- 4 Tickets to the Fish Fry
- At least 4 mentions per night during the Monster Truck Events
- Banner Space at both the Monster Truck Event and the Carnival/Fish Fry (Locations to be determined)



Tier 2 Sponsor: \$2000 in cash or in kind

- 6 Weekend Access Passes for the Monster Truck Event including access to the Gold Buckle Room
- Vendor Space (up to a 10x20) at the Monster Truck Event and at the Carnival/Fish Fry
- 4 Tickets to the Fish Fry
- At least 4 mentions per night during the Monster Truck Events
- Banner Space at both the Monster Truck Event and the Carnival/Fish Fry (Locations to be determined)



Tier 3 Sponsor: \$1000 in cash or in kind

- 3 Weekend Access Passes for the Monster Truck Event including access to the Gold Buckle Room
- Vendor Space (up to a 10x10) at the Monster Truck Event or at the Carnival/Fish Fry
- 4 Tickets to the Fish Fry
- At least 4 mentions per night during the Monster Truck Events
- Banner Space at both the Monster Truck Event and the Carnival/Fish Fry (Locations to be determined)



Tier 4 Sponsor: \$250 to \$999 in cash or in kind

- 25% discount on all Monster Truck or Fish Fry tickets (Limited to 10 tickets for each event)
- Banner Space at both the Monster Truck Event and the Carnival/Fish Fry (Locations to be determined)

In-kind Sponsorship Opportunities:

If your company or organization provides any of the services or products below, you may be able to be a sponsor by providing these services or equipment for the event.

- | | |
|--|--|
| • Radio Advertising | • Labor to help prepare arena or crusher cars for Monster Truck rally |
| • Print Advertising | • Parking Lot and ground prep including landscaping services, tree removal, etc. |
| • Printing Services for Posters/Banners | • Trained Custodial Services |
| • Graphic Design | • Trash Clean-up |
| • Hotel Rooms for Monster Truck Drivers | • Arena Clean-up |
| • Use of Water Truck/Loader/Tractor/ Road Roller/ Etc. | • And many more options. |
| • Use of Golf Carts/UTV's for KVEC Staff | |

SPONSOR APPLICATION

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NOTE: DO NOT SEND ANY MONEY AT THIS TIME! Please TYPE or PRINT CLEARLY:

Company/Organization Name: _____

(Name which will be used on the sponsor agreement and/or advertisements)

Contact Information :

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ - _____ Cell: (____) _____ - _____

Fax: (____) _____ - _____

E-Mail: _____

Organization Type: (Check One)

- ☐ Local or Regional Business
- ☐ Governmental Agency
- ☐ Association/Informational/Non-Profit

___ Check here if Non-Profit: Type _____

Sponsorship Type: (Check All That Apply)

- ☐ Cash
- ☐ In-Kind Product and/or Service
- ☐ Both Cash and In-kind

Section A: Cash Sponsorship

- ☐ Tier 1: \$2500
- ☐ Tier 2: \$2000
- ☐ Tier 3: \$1000
- ☐ Tier 4: \$ _____ (enter amount between \$250-\$500)
- ☐ Custom or Cash Portion of Cash/In-kind: \$ _____

Section B: In-Kind Product or Service

- ☐ Product: Describe in Section C
- ☐ Service: Describe in Section C

Section C: Description of In-Kind Sponsorship. Estimated Value: _____

Section D: Complete only if you will be using a vendor space and selling a product

Unified Business Identifier (U.B.I) Number: _____ issued by Washington State Department of Licensing.

Current Ellensburg City Business License: ___yes ___No

***Thank you for your interest in being a sponsor for the first ever
Monster Truck, Carnival and Fish Fry Weekend in Kittitas County.***