



**The Kittitas Valley Event Center**  
*Home of the Kittitas County Fair and Ellensburg Rodeo*  
*Presents*



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# Throttle and Smoke 2017

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**Monster Trucks & Dirt Bikes**

**with**

**BBQ & Carnival Rides....**

**....what could be more fun on**

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# CALL FOR SPONSORS

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*Become a  
part of the  
fun!!*

**FOR MORE INFORMATION**

**Contact**

**Mickey Webb, Director**

**Kittitas Valley Event Center**

901 E. 7th Avenue, Suite 1, Ellensburg, WA 98926

Phone: 509.962.7639 • Fax: 509.962.7010

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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 motorsports weekend in Ellensburg. The Event Center is working with the Monster Truck Racing League, Rainier Amusements, and the Pacific Northwest BBQ Association to bring a high energy motorsports themed weekend to the Kittitas Valley and Central Washington. Various levels of both cash and/or in-kind sponsorships are possible. Based on the sponsorship level, the sponsor will have access to opportunities for advertising and/or displaying their products, services, etc. We need your Support.

Tentative Weekend Schedule/Outline	Monster Truck	BBQ Competition	Truck Show Motocross	Carnival	Stage Entertainment (Potential)
Friday, May 26th	5:30-6:30 PM Pit Party 7-9:30 PM Show			2-11 PM	
Saturday, May 27th	5:30-6:30 PM Pit Party 7-9:30 PM Show	Day 1: Sausage, Chili, & Burgers	11AM - 6 PM Modified Truck Show (Locals)	12 PM- 11 PM	2-5 PM
Sunday, May 28th		Day 2: Ribs, Chicken, Brisket, & Pork	11 AM - 6 PM Qualifying 7 PM - 9:30 PM Motocross Event	12 PM- 11 PM	1 PM - 5 PM
Monday, May 29th (Memorial Day)				12 PM- 4 PM	

**Some events will be based on overall sponsorship received.**

**Sponsorship Prospectus:**

- Attendance: We are estimating around 9000 in tickets sales between all activities.
- 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 Country, Classic Rock, Sports and Talk Radio genres. These stations cover most of Central Washington with some coverage in Western and Eastern 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 downtown Ellensburg, Cle Elum and Roslyn 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 and Motorsports events.
- Vendor space to setup a booth and/or display products.
- Other possibilities are always available, 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 some standard packages, custom packages can be created:

Sponsorship Level and Benefits	Tier 4 “Piston” \$500 (Unlimited)	Tier 3 “Turbo” \$1,000 (Unlimited)	Tier 2 “Motor Head” \$2,000 (Unlimited)	Tier 1 “Crusher” \$3000 (4 Available)	BBQ Co-Sponsor “Whole Hog” \$2,500 (2 Available)
Type of Sponsorship	Cash/In-kind	Cash/In-kind	Cash/In-kind	Min \$1500 Cash	Cash Only (Prize Money)
Recognition in print and online advertisements	Listing	Logo	Logo	Logo	Logo
Banner Space (Locations TBD and Negotiable)	✓	✓	✓	✓	✓
Commercial Exhibit Space (Size Negotiable)		✓	✓	✓	✓
Monster Truck and Motocross Event Tickets	50% Discount	2 Free Weekend Passes	4 Free Weekend Passes	6 Free Weekend Passes	2 Free Weekend Passes
Named Recognition during Monster Truck Show		4 Mentions Per Night	4 Mentions Per Night	4 Mentions Per Night	
Recognition during Radio Advertisements				✓	✓
Display Truck at Your Business (6 hours display with driver)				✓	
Stage Presence at Awards Event (BBQ Awards)					✓
<b>Additional options are available and we can customize a sponsorship to meet you needs.</b>					

**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. The key to us is does what your company offer offset a cost of the event.

- Radio or Print Advertising
- Printing Services for Posters/Banners/Signs
- Graphic or Webpage Design
- Hotel Rooms for Monster Truck Drivers
- Use of Loader/Tractor/ Road Roller/ Etc.
- Labor to help prepare arena
- Crusher cars for Monster Truck Show
- Landscaping services, tree removal, etc.
- Trained Custodial Services
- Staff for Trash Collection
- Staff for Arena Clean-up
- Electrical Services
- Sponsor Trophies and Ribbons
- Temporary Fencing
- Screened Topsoil for Jumps
- Eco Block, Old Tires, etc for Arena Setup

\*\*\*MANY MORE OPPORTUNITIES ARE AVAILABLE\*\*\*

# SPONSOR APPLICATION

## Kittitas Valley "Throttle and Smoke" Weekend

### May 26-29, 2017

901 E. 7th Avenue, Suite 1, Ellensburg, WA 98926  
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[kvecevents@co.kittitas.wa.us](mailto:kvecevents@co.kittitas.wa.us)

**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)

<b>Contact Information :</b> Primary Contact: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: (____)____-____ Cell: (____)____-____ Fax: (____)____-____ E-Mail: _____ <b>Organization Type: (Check One)</b> <input type="checkbox"/> Local or Regional Business <input type="checkbox"/> Governmental Agency <input type="checkbox"/> Association/Informational/Non-Profit  <input type="checkbox"/> Check here if Non-Profit: Type _____
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<b>Sponsorship Type: (Check All That Apply)</b> <input type="checkbox"/> Cash <input type="checkbox"/> In-Kind Product and/or Service <input type="checkbox"/> Both Cash and In-kind
<b>Section A: Cash Sponsorship</b> Tier 1: \$3000 Tier 2: \$2000 Tier 3: \$1000 Tier 4: \$500 Custom or Cash Portion of Cash/In-kind: \$ _____
<b>Section B: In-Kind Product or Service</b> Product: Describe in Section C Service: Describe in Section C

<b>Section C: Description of In-Kind Sponsorship. Estimated Value:</b> _____ _____ _____ _____
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By signature, any person executing this application expressly warrants that s/he is an authorized representative of the company or organization above. It is also understood that this is only an application if intent to sponsor the Throttle and Smoke Weekend in the cash or in-kind amount as described above. Final sponsorship amount will defined and executed with a sponsorship agreement between the Kittitas Valley Event Center and your organization.  <b>Printed Name:</b> _____  <b>Signature:</b> _____
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**Thank you for your interest in being a sponsor for the first ever**  
**"Throttle and Smoke" in Kittitas County.**