

Fall Lawn Mower Race

SPONSORSHIP PROPOSAL

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Re: Entertainment Sponsorship Proposal

Dear Prospective Sponsor,

I am pleased to present you with this sponsorship opportunity that will connect your brand with a spectacular event in Grand Island, NY. The Lawn Mower Race will be an all day festival on Saturday October 4, 2014 that runs from 12:00 PM – 8:00 PM. The Lawn Mower Race will include several different classes of lawn mowers and also include a barbeque competition, food vendors, a beer tent and live music. This event creates the opportunity for Grand Island to showcase all the wonderful cuisine, businesses and services that our community has to offer. In addition to the wide variety of entertainment, this event is also contributing to the Kaegebein Playground Association to help reach their goal of building a new playground for their elementary school. The event is expected to bring a large number of people from all over Western New York. Estimated attendance is over 2,000 people.

We are currently in the process of negotiating with strategic media and sponsor partners. Enclosed please find more information on our exciting event and its sponsorship levels. We look forward to discussing everything in further detail at your convenience.

Best Regards,

Corey McGowan

Lawn Mower Race
716-341-1040

Company Name: Corey McGowan Productions
Address: PO BOX 262, Grand Island, NY 14072
Legal Form: Corey McGowan Productions, LLC
Phone: (716) 341-1040

Event Information

Event:	Lawn Mower Race
Date:	October 4, 2014
Venue:	Whitehaven Rd and Town Commons
Crowd:	2,000 – 3,000
Festival duration:	12:00 PM – 8:00 PM

Ticket Sales

This event is free admission. Tickets will be sold at the entrances to the festival in increments of one dollar for food and drinks. Vendors will take tickets as compensation during the festival and cash in their collected tickets following the event.

Activity and Participators

The Lawn Mower Race will feature over 25 lawn mowers ranging indifferent classes in the all day competition. A wide variety of cuisine will be offered as well as a barbeque competition from ten local barbeque teams. Many businesses from Grand Island will also be present to offer and showcase their products and services. The Lawn Mower Race is a family fun event and is open to all ages.

Target audiences

- Grand Island
- Western New York
- Southern Ontario

Benefits to Sponsors

Sponsors for the Lawn Mower Race have the privilege of being involved in the high class festival which will draw thousands to enjoy. Having your business name stamped on this event will showcase your products and services with the distinction of showing support to the local community of Grand Island. Listed below are some of the many benefits to being a part of this event.

- Raceway signage
- Logo on posters placed throughout Grand Island & Western New York
- Logo on main stage at event
- Exhibition opportunities
- Lawn Mower Race website link to your company's website

Sponsorship Utilization

With your business sponsorship, the Lawn Mower Race will use funds to promote the event in as many different outlets as possible. Costs such as insurance, security and staff will need to be offset in order to ensure that the event does go on. The more support the event receives, the greater our donation to the Kaegebein Playground Association can be.

The following material must be provided by Sponsors

- High-resolution logo
- Direct contact details

Naming rights

All sponsors will have the written consent to promote the event within their business and advertise as a proud sponsor of the Lawn Mower Race. The events premiere sponsor will be featured as the Lawn Mower Race headline provider.

Networking

As a sponsor to this event, you will have full access to the event grounds and its patrons. VIP access will allow entry to the pit area for business personnel and you will also have the privilege of building an exhibit at the festival. This exhibit can be used for solicitations within the confines of your booth. The Lawn Mower Race will work with you to develop as beneficial of a networking plan as possible.

Audience exposure

Your business will be seen in various marketing outlets as well as during the event. Signage throughout festival, including the stage will give the audience the exposure and awareness to your business involvement. P.A. announcements will also be made periodically to promote your business and services.

Product sampling

Within your chosen exhibit, your business will have the ability to sample and showcase their products to the patrons of the Lawn Mower Race.

Display Location

Your business will have a wide variety of promotional opportunity within the event grounds. Stage banners, entry walks, P.A. announcements and exhibits will all be at your businesses disposal. Vehicle wraps and sponsored tents will also be available.

Media and Publicity Exposure

Event Marketing

- Television
- Internet
- Newspaper
- Posters
- Flyers
- In store advertising

Radio

- FM radio stations will broadcast periodically in the weeks leading up to the event.
- During the week of the event, a radio promotion will take place.

Media Marketing & Exposure

- All publications will feature Premier, Platinum and Gold sponsors.

Television

- All local television stations will feature the event in interviews and stories

Newspaper

- Local newspapers in Grand Island and the surrounding area will be utilized through editorials and purchased advertisements.

Sponsor Packages

We have the following range of sponsorship packages and benefits for this event.

SPONSORSHIP LEVEL	PREMIER \$1,500	PLATINUM \$1,000	GOLD \$500	SILVER \$250
Limited Sponsorship:	SOLD OUT	5 sponsors	10 sponsors	15 sponsors
Number of Events	1	1	1	1
Naming rights	√			
Logo/Link on Official Website	√	√	√	√
Exhibition opportunities	√	√	√	√
Radio Jingles	√			
Main stage signage	√	√	√	
Logo on all posters & flyers	√	√		
Television advertising	√			
On-stage PA mentions on event day and in Media	√	√	√	√
Vehicle Wrap	√			

Please contact us if you have Questions or did not see the sponsorship package you were looking for. We'll customize a sponsorship package to fit your needs. Thank you very much for considering our request for sponsorship. We appreciate your time and interest and we will look forward to talking with you.

Sponsorship requests may be submitted by email or by mail to the below address:

Lawn Mower Race
C/O Corey McGowan
PO BOX 262
Grand Island, NY 14072

Email: corey.mcgowan89@gmail.com

SPONSORSHIP SELECTION

SPONSORSHIP LEVEL	PREMIER \$1,500	PLATINUM \$1,00	GOLD \$500	SILVER \$250
Select sponsorship level:	SOLD OUT			
Other amount:				
Business name:				
Contact:				
Address:				
City:				
Check amount:				

Please enclose sponsorship check along with this attachment. Sponsorships can be mailed to the following address:

Corey McGowan
Lawn Mower Race
PO BOX 262
Grand Island, NY 14072

For any questions or more information please contact Corey McGowan at 716-341-1040.