



# *Investment Opportunities*

Chamberlain-Oacoma, South Dakota

June 19-20, 2010

## Gold Level Opportunities

### BEER GARDEN

**INVESTMENT: \$7,500**

- Main beer garden and up to 2 satellites locations
- Placement of your company banners at beer garden site (sponsor provided)
- Marketing on all literature that pertains to beer garden

### EVENT MAIN STAGE

**INVESTMENT: \$5,000**

- The Main Stage will be the premier location for all event announcements, race trophy ceremonies and free entertainment.
- Exclusive reference to your company in all event announcements and program schedules
- Central placement of your company banners on and around the main stage (sponsor provided)

### CHILDREN'S PLAY ZONE

**INVESTMENT: \$5,000**

### Benefits of Gold Partnership

- 8 Saturday and 8 Sunday event passes for Family or Corporate Use
- 8 Exclusive passes to the ULHRA Hospitality tent
- Your company will be promotionally mentioned by the Official ULHRA 'Voice' Mr. John Lynch, on accessed public address systems at the race site.
- One 30-second video spot/day commercial to be aired between heats of the live video-streaming broadcast of the event to be aired on ULHRA.org and rivercityracin.org (sponsor provided)
- One 30-second audio commercial to be aired throughout the event on the public address system. (sponsor provided)
- Your name included on River City Racin' website with link to your site.
- Your corporate logo banners/flags around your event site (sponsor provided)
- Ability to market to thousands of festival guests, including coupon and sampling opportunities.



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## **Silver Partnership Opportunities**

<b>CAR SHOW</b>	<b>INVESTMENT: \$3,500</b>
<b>FREE ADMISSION FOR CHILDREN 12 AND UNDER</b>	<b>INVESTMENT: \$3,000</b>
<b>FREE ADMISSION FOR ACTIVE MILITARY</b>	<b>INVESTMENT: \$3,000</b>
<b>MOTORCYCLE SHOW</b>	<b>INVESTMENT: \$2,000</b>
<b>PATROL &amp; SAFETY BOATS</b>	<b>INVESTMENT: \$2,000</b>
<b>SECURITY</b>	<b>INVESTMENT \$2,000</b>
<b>PIT/CRANE SPONSOR</b>	<b>INVESTMENT: \$2,000</b>

### **Benefits of Silver Partnership**

- Your name included on River City Racin' web site with link to your site.
- One 30-second video spot/day commercial to be aired between heats of the live video-streaming broadcast of the event to be aired on ULHRA.org and rivercityracin.org (sponsor provided)
- One 30-second audio commercial to be aired throughout the event on the public address system. (sponsor provided)
- Your corporate logo banners/flags around your event site (sponsor provided)
- Ability to market to thousands of festival guests, including coupon and sampling opportunities.
- 6 Saturday and 6 Sunday event passes for Family or Corporate Use
- 6 Exclusive passes to the ULHRA Hospitality tent



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## **Bronze Partnership Opportunities**

<b>FIRST AID TENTS &amp; AMBULANCE(S)</b>	<b>INVESTMENT: \$1,500</b>
<b>RACIN' SAFETY (DIVERS &amp; EQUIPMENT)</b>	<b>INVESTMENT: \$1,500</b>
<b>INFORMATION BOOTH/LOST AND FOUND</b>	<b>INVESTMENT: \$1,000</b>

### **Benefits of Bronze Partnership**

- Your name included on River City Racin' website with link to your site.
- Your company name attached to all references of the partnered items and/or site locations
- Your company's :30- second commercial spot played during event on festival PA system. (sponsor provided)
- Your banners displayed on event site fence. (sponsor provided)
- 4 Saturday and 4 Sunday event passes for Family or Corporate Use
- 4 exclusive passes to the ULHRA Hospitality tent



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## Associate Partnership Opportunities

<b>INDIVIDUAL FINAL HEAT PARTNER</b> <i>(each per class)</i>	<b>INVESTMENT: \$750</b>
<b>B-MAIN</b> <i>(each per class)</i>	<b>INVESTMENT: \$550</b>
<b>INDIVIDUAL HEATS</b> <i>(each per class)</i>	<b>INVESTMENT: \$350</b>

### Benefits of Associate Partnership

- Your name included on River City Racin' website
- Your company name announced by the 'Voice' of the ULHRA, Mr. John Lynch during your sponsored heat.
- Your banners displayed on event site fence. (sponsor provided)
- 2 Saturday and 2 Sunday event passes for Family or Corporate Use



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## Hospitality Tents

Entertain corporate clients, increase company visibility and enjoy VIP seating and access.

### OPTION 1

**INVESTMENT: \$3,000**

Approximately a 20' x 20' area that includes 15' x 20' canopy with 3 side walls, 25 chairs, 3 tables and standard power.

- Prime viewing location for company parties. 25 Saturday & 25 Sunday admission passes
- Signage on your tent (Signage is company's responsibility).
- Commercial announcements by Announcer during festival.
- Inclusion in River City Racin' web site.
- Exclusive Team visits to your tent.

*\*Please note that you must provide proof of insurance & list River City Racin' Inc. as additional insured to serve alcohol in your tent. All alcohol must be ordered and delivered from event beer distributor.*

### OPTION 2

**INVESTMENT: \$5,000**

Approximately a 30' x 30' area that includes 30' x 20' canopy with 3 side walls, 50 chairs, 6 tables and standard power.

- Prime viewing location for company parties. 50 Saturday & 50 Sunday admission passes.
- Signage on your tent (Signage is company's responsibility).
- Companies: 15 or: 30 sec Commercial played during festival.
- Inclusion in River City Racin' web site.
- Exclusive visits to your tent by ULHRA officials and drivers

*\*Please note that you must provide proof of insurance & list River City Racin' Inc. as additional insured to serve alcohol in your tent. All alcohol must be ordered and delivered from event beer distributor.*



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## **Additional Opportunities** Investment Levels and Benefits Vary

### **MARKETING PARTNERSHIPS**

Matched or Donated Marketing Resources - including print, web, billboard, radio and television space and time. In addition to traditional marketing, RCR is looking for community minded businesses that will include event information in their existing advertising.

### **GOODS & SERVICES PARTNERSHIPS**

Various Items Needed For Donated Use - Unlimited Options to display your products or services while being utilized during the event.

### **Benefits of Marketing/Goods & Services Partnerships\***

- Your name included on River City Racin' website with link to your site.
- Ability to market to tens of thousands of festival guests, including coupon and sampling opportunities.
- Additional banner signage (sponsor provided)
- Your company's 30- second commercial spot played during event on festival PA system.

*\*Minimum Investment of \$2,000 includes the above base Benefits*



# *Investment Opportunities*

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## Hydroplane Team Sponsors

**UNLIMITED LIGHT, ACCS, GPW**

**INVESTMENT: \$3,000**

**LIGHTER THAN LIGHTS**

**INVESTMENT: \$1,500**

- Your graphics applied to hydroplane according to given dimensions to identify hydroplane during sponsored event. (sponsor provided)
- Your company will be promotionally mentioned by the Official ULHRA 'Voice' Mr. John Lynch, on accessed public address systems at the race site.
- One 30-second video spot/day commercial to be aired between heats of the live video-streaming broadcast of the event to be aired on ULHRA.org and rivercityracin.org (sponsor provided)
- One 30-second audio commercial to be aired throughout the event on the public address system. (sponsor provided)
- Six River City Racin' Admission Passes. (6/Saturday & 6/Sunday)
- Six Passes for ULHRA Hospitality Tent. Each pass good for one day access to sponsors hospitality area and catered lunch
- Photo opportunities for you, your employees or select guest with your sponsored race boat and driver.
- The opportunity to distribute literature, coupons, etc. in the hot pit area of the sponsored race boat.
- Your company banner displayed on race site fence line for the duration of event. (sponsor provided)
- You retain the right to use images of 'your' boat, team and driver in print advertising throughout the year.
- Minimum one static display of the sponsored hydroplane for four hours at location of your choosing.
- Your company logo and link to your company website featured on the River City Racin' website event partner page. (sponsor provided)



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*Hydroplane racing reaches a highly desirable demographic target of the most brand loyal viewers in the world. These fans are said to have strong tendencies to support the sponsoring companies.*

*Here are some interesting statistics that may be of interest to you as you consider partnering with **River City Racin, Inc.***

The Average River City Racin Fan is:

Married with families  
25-54 years old  
Above average income  
Home owners  
Multiple automobile owners

Household Income:

\$75k + = 16%  
50k - \$75k = 20%  
\$30k - \$50k = 31%  
\$20 - \$30k = 17%  
Under \$20k = 16

Age:

55+ = 5%  
35-54 = 32%  
25-34 = 27%  
18-24 = 20%  
Under 18 = 16%

Gender:

Male = 55%  
Female = 45%

Education Level:

Post Grad Degree = 5%  
Attend/Grad College = 57%  
High School Grad = 31%  
Other = 7%