



TRUCK FEST

EVENT SPONSORSHIP OPPORTUNITIES

Welcome to the exciting family friendly world of off-road competition events! While there are many spread across our great nation, none prove to be faster growing than Truck Fest at McCray's Farm in South Hadley, Massachusetts. Now recognized as one of the #1 off-road enthusiast attractions in New England, this annual 2-day event continues to build momentum year after year and our sponsors recognize the attention and enthusiasm spreading across the Northeast like a promotional wildfire! With continued growth, Truck Fest attendance now averages 5,000 – 7,000 while drawing fans of all ages, and competitors alike, from all over New England! A multifaceted trucking event with a proven platform for pushing brands, products, services, and much, much more! We partner with the best and greatest of like-minded thinkers to introduce and expand our business goals together while providing some of the most entertaining outdoor action available. Whether it's specialized skill work, performance products, brand recognition, military recruiting, lead gathering, or marketing and promotion, Truck Fest has your target audience! Get on board with us, buckle up, and let's make some noise together while supporting this great family-fun adrenalin-charged event!

PRIMARY SPONSOR PACKAGE (1 PER EVENT):

\$5,000

Company Name/Logo and mentions on all radio, print advertising, and event t-shirt.

Announcer mentions throughout both days of the event with booth push.

***Large Product/Brand display booth space in prime location of event (2 days).

Sponsor VIP delivers opening day fan welcome after National Anthem.

Sponsor Photo-Op Tower with 2 Promotional Models (2 days / 12 pm – 4 pm.)

100 Complimentary Admission Tickets

20 Complimentary Truck Fest T-Shirts (S, M, L, XL)

4 VIP BBC Fast-Pass Bands (Must be 21+)

2 10 ft. Company Banners at "Banner Alley" (Not Provided)

Priority Listing on Sponsor Thanks Banner

Social Media Mentions

PLATINUM SPONSOR PACKAGE: \$2,500

Logo on all print advertising.
Announcer mentions throughout both days of the event with booth push.
***Large Product/Brand display booth space in prime location of event (2 days).
30 Complimentary Admission Tickets
8 Complimentary Truck Fest T-Shirts
2 VIP BBC Fast-Pass Bands (Must be 21+)
1 10 ft. Company Banner at Main Entrance Alley (Not Provided)
Priority Listing on Sponsor Thanks Banner
Social Media Mentions

GOLD SPONSOR PACKAGE: \$1,500

Announcer mentions throughout both days of the event with booth push.
**Medium Product/Brand display booth space in vendor area (2 days).
20 Complimentary Admission Tickets
6 Complimentary Truck Fest T-Shirts
2 VIP BBC Fast-Pass Bands (Must be 21+)
1 10 ft. Company Banner at Main Entrance Alley (Not Provided)
Listing on Sponsor Thanks Banner
Social Media Mentions

SILVER SPONSOR PACKAGE: \$1,000

*Small Product/Brand display booth space in vendor area (2 days).
10 Complimentary Admission Tickets
4 Complimentary Truck Fest T-Shirts
1 10 ft. Company Banner at Main Entrance Alley (Not Provided)
Listing on Sponsor Thanks Banner
Social Media Mentions

If a package isn't quite what you're looking for, Truck Fest offers an a la carte option to help the more budget-conscious get involved and support the show at a lower cost. All display booth space options, listed both above and below, are priced by 1 Day/2-Day partnership and are sized as follows:

***Small Display Space:** Allowance is (1) 10x10 Tent or equally sized display.
No Vehicles allowed in this space. **\$600/\$800**

****Medium Display Space:** Allowance is (2) 10x10 Tents or equally sized display.
(1) Approved Vehicle maximum may be included in this space. **\$800/\$1,000**

*****Large Display Space:** Allowance is (3) 10x10 Tents or equally sized display.
(2) Approved Vehicles maximum may be included in this space. **\$1,000/\$1,200**

“Banner Alley”: Allowance is (1) 10 Ft Banner, per space purchased, representing your company, business, brand, etc. to be hung by our staff on the crowd control fencing at the Main Entrance access roadway. All banners must be provided by the sponsor and not exceed 3’ x 10’. All vehicles and pedestrians must pass “Banner Alley” in order to attend, register, compete, park, and gain entry to the event. Prime space is limited to (12) available “Banner Alley” sponsor spots and positioning is assigned in the order each space is secured by full payment. Pricing is based on a 2-Day partnership. **\$300**

“Salute the Troops”: One of our newest additions to sponsorship opportunities is this customizable package geared specifically for our military branches and their respective recruiting stations always working hard to find leads! With a large piece of our fan demographic being males aged 18-30, we know from first-hand experience that not only do Truck Fest followers appreciate our military, but that they take an interest! There’s an overall “grit” to Truck Fest with all the glory of off-road vehicles ready to tackle anything thrown at them; not unlike America’s men and women in uniform! Truck Fest is the type of event that draws fans recruiters just naturally hit it off with and serves as a great platform to network, promote, and gather those precious leads! With booth space and complimentary tickets built into this package, we encourage invites to fellow military and their families as well as potential candidates. Fitness challenges, handouts, demonstrations, swearing in ceremonies; it’s all possible and we look forward to working with the world’s finest military forces! Contact Jesse Camp direct at info@truckfestsh.com to discuss your custom partnership package and pricing! **\$Negotiable**

“TF-Tee Sponsor”: Have your company name/logo proudly listed on our event t-shirt showing your support for Truck Fest while branding at the same time! Our event t-shirts are always a hit with usage including give-aways, staff wear, and sales! Get your company a little extra exposure with this simple investment! All that choose this entry level package will be automatically entered into a drawing with the winning sponsor receiving 10 complimentary tickets to Truck Fest! Drawing is to be held 1 week prior to the event date with immediate notification to the winner. **\$75**

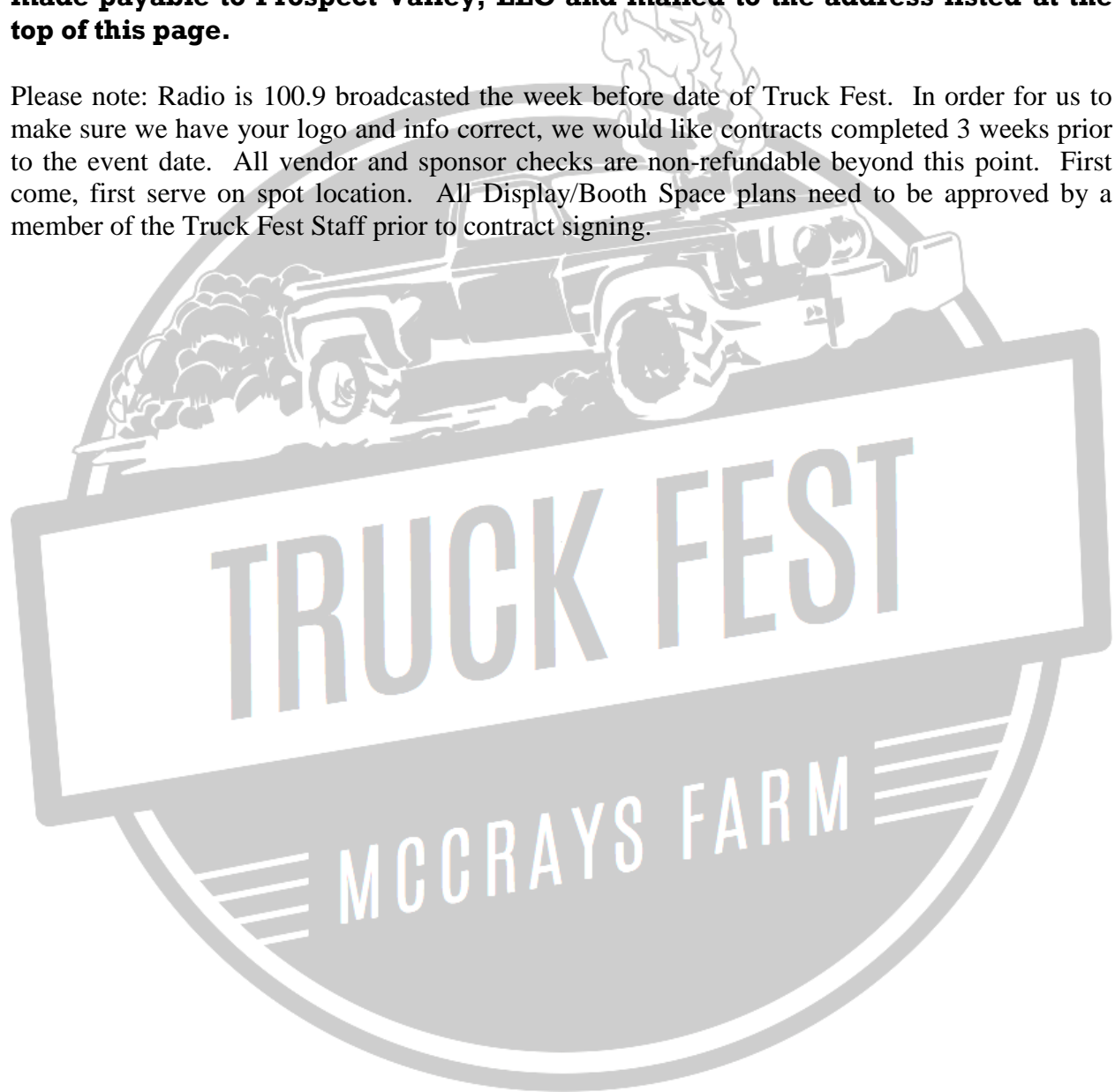
“Special Thanks”: People often ask how they can help while not looking for the glitz and glam of promotion, sales, and marketing. For those looking to make a financial contribution to Truck Fest and be a part of what makes it all possible, we offer this entry level package with your company name listed on our “Special Thanks to” Banner. All that choose this entry level package will be automatically entered into a drawing with the winning sponsor receiving 10 complimentary tickets to Truck Fest! Drawing is to be held 1 week prior to the event date with immediate notification to the winner. **\$50**

Prospect Valley, LLC, 47 Charon Terrace, South Hadley, Ma 01075

On behalf of Truck Fest and our entire staff, we sincerely thank you for your business interest and look forward to working with you as partners! For more information, please email us at info@truckfestsh.com with any questions or concerns.

To secure your sponsor partnership now, simply complete the Vendor/Sponsor Contract Form in full, scan, and email to Jon@truckfestsh.com Checks can be made payable to Prospect Valley, LLC and mailed to the address listed at the top of this page.

Please note: Radio is 100.9 broadcasted the week before date of Truck Fest. In order for us to make sure we have your logo and info correct, we would like contracts completed 3 weeks prior to the event date. All vendor and sponsor checks are non-refundable beyond this point. First come, first serve on spot location. All Display/Booth Space plans need to be approved by a member of the Truck Fest Staff prior to contract signing.





TRUCK FEST VENDOR/SPONSOR CONTRACT

Please mark an "X" on the sponsor package(s) you've selected & initial the amount.

_____ "Special Thanks"	\$50.00 _____
_____ "TF-Tee Sponsor"	\$75.00 _____
_____ "Salute the Troops"	\$ _____
_____ "Banner Alley"	\$300.00 _____
_____ Small Display Space.....(Circle One)	\$600.00 / \$800.00 _____
_____ Medium Display Space.....(Circle One)	\$800.00 / \$1,000.00 _____
_____ Large Display Space.....(Circle One)	\$1,000.00 / \$1,200.00 _____
_____ "Silver Sponsor"	\$1,000.00 _____
_____ "Gold Sponsor"	\$1,500.00 _____
_____ "Platinum Sponsor"	\$2,500.00 _____
_____ "Primary Sponsor"	\$5,000.00 _____

Company Name _____

Mailing Address _____

State _____ **Zip Code** _____

Contact Name _____ **Phone Number** _____

Email Address _____ **Website** _____

TF Rep Signature _____ **Date** _____

Sponsor/Vendor Signature _____ **Date** _____