



## Garfield County Air Fair 2009 Sponsorship Packages

Thank you in advance for your sponsorship. Following you'll find the sponsorship packages available, each with a brief description. The bulleted items are the tangible benefits you'll receive. Not itemized are the intangible benefits: increased business through recognition and appreciation, give-back to your community, and paying forward our next generations of citizens who learn and benefit now from their visits to the Garfield County Airport on school fieldtrips and who learn about the history and future of aviation through activities at the Air Fair. When your marketing team is looking for an opportunity to reach the loyal consumers of Garfield County, just say: "Request Rifle! Sponsor the Garfield County Airport Air Fair!" (Note: see description of fulfillments and other details at the end of this document.)

### **The Custom Package ..... TBD**

This sponsorship package is available to all, but is primarily designed for those who have sponsored the Garfield County Air Fair in previous years. We recognize that some of our sponsors really like the package they've chosen before, and prefer to stick with it. For these previous-year sponsors, this year only, we'll roll over a 2008 sponsorship package for 2009. For other sponsors, who have not previously supported the fair, we are happy to design a customized sponsorship that fits your marketing goals, budget and your vision of the best way to support the Air Fair.

### **Request Rifle Partners..... \$5,000**

Request Rifle Partners are the nuts and bolts sponsors of each year's Air Fair. Designated as Co-sponsors of the Air Fair, on team with the Garfield County Airport, Partners will be called out as the key supporters of Air Fair. Sponsors in this category will receive:

- One round-trip, or two one-way-trip flights from Denver to Rifle aboard the Constellation or B-25 (must provide own transportation to/from airports), and assorted giveaways relating to the flight.
- Air Fair Ambassador Liaison \_\_\_\_\_ TBD \_\_\_\_\_.
- One Your Company at Area Business Program events at: \_\_\_\_\_ TBD \_\_\_\_\_, and a second at or near your place of business.
- Your company logo and contact information on handouts, \_\_\_\_\_ type TBD \_\_\_\_\_, at both events.
- Interview and photo opportunity with your company spokesperson and your ambassador for press coverage (in Media Area).
- Banner presence/logo (with link to your web site) on home page and Air Fair page of the web site ([www.requestrifle.com](http://www.requestrifle.com)), from the time you contract to sponsor until the end of the sponsorship year. Your logo will then be added to a previous sponsors' page on the web site.
- Logo on all print and ambient media for the Air Fair.
- Mention in radio live reads and produced commercial (if any).
- 10'x10' vendor space.
- Large Banner (design/print included) at Air Fair Entrance.

- Large Banners (included) at primary venues to be determined.
- Two-person Parade of Sponsors team, wearing your logo and carrying your banner at the opening ceremony both days.
- Opportunity to donate a prize for a drawing at the Air Fair on Saturday.
- Your logo on hundreds of Request Rifle branded flashlights handed out at your vendor booth on Friday night during break.
- 6 VIP passes to VIP/Chalet areas.
- 12 food vouchers.
- 3 VIP parking passes.
- Extra seats on the Constellation/B-25 at \$1,065 per one-way trip.

**Air Fair Fliers .....\$1,500**

The Air Fair Fliers sponsorship level supports many features like the educational and fun events for children, guest speakers, special vendors, etc. For every Air Fair Flier sponsorship, we are able to add another event to the fair festivities in the areas around the air show venue. Thank you for being a Flier:

- Your Company at Area Business Program events at or near your place of business.
- Your company logo and contact information on handouts, \_\_\_\_\_type TBD\_\_\_\_\_, at both events.
- Interview and photo opportunity with your company spokesperson for press coverage (in Media Area).
- Your logo on Air Fair page of the web site – [www.requestrifle.com](http://www.requestrifle.com), from the time you contract to sponsor until the end of the sponsorship year. Your logo will then be added to a previous sponsors’ page on the web site.
- 10’x10’ vendor space with one banner (included).
- Large Banner (included) at primary venue to be determined.
- One-person Parade of Sponsors member wearing your logo at the opening ceremony both days.
- 2 VIP Passes to VIP areas.
- 6 food vouchers.
- 1 VIP parking pass.
- Seats on the Constellation/B-25 at \$1,500 per one-way trip.

**Air Fair Supporters .....\$300 or silent auction item of similar value**

This level suits any small company. It responds to cash flow issues by being a manageable amount, and if you want to be a part of the Air Fair but just can’t spare the cash, no worries as we’ll gladly put your donated product or service into the silent auction which benefits exhibits and activities at the Air Fair. In return:

- Interview and photo opportunity with your company spokesperson for press coverage (in Media Area).
- Your logo on Air Fair page of the web site – [www.requestrifle.com](http://www.requestrifle.com), from the time you contract to sponsor until the end of the sponsorship year.
- Small Banner (supplied by sponsor) at silent auction or other venue to be determined.
- One-person Parade of Sponsors member wearing your logo at the opening ceremony both days.
- 4 food vouchers for cash contributions only of \$300 or more.

## Sponsorship Benefits Fulfillment Information

**Custom Sponsorships:** Don't find something in the preceding packages that's an ideal fit for you? No problem! Just call Pat or Michele at (970) 241-7992, and we'll customize a sponsorship package to fit your needs!

**Constellation/B-25 Flights:** Depending on demand and availability, we will book either the Constellation (40-person capacity) or B-25 (8-person capacity). These flights are tentatively scheduled to leave Denver Centennial Airport Thursday, August 13<sup>th</sup> at noon (lunch on aircraft) and arrive in Rifle at 1:30pm, and depart Rifle Sunday, August 16<sup>th</sup> and arrive Denver Centennial Airport at 10:30a.m. (Schedule subject to change with notice.) Please note that the sponsor is responsible for making all travel arrangements to and from flight destinations, as well as any accommodations related to the trip. Additional tickets can be purchased for \$625-\$1500 depending on sponsorship level; if you want to purchase extra tickets for these flights, please let us know ([970] 241-7992 or [pat@lcmarketingdesign.com](mailto:pat@lcmarketingdesign.com)) ASAP – additional tickets will be held for you on a first-come-first-serve basis, and payment for them will need to be included with your sponsorship contract and check.

**Sponsors, Air Fair Ambassadors and Media Program (Media Tent):** This year sponsors will have many press opportunities. We'll have media in the press tent pre-air show both days (and can arrange special off-site interviews before and after the air fair), doing live and for-print interviews with sponsors, their fair ambassadors and other constituents. Sponsors will also receive mention in print, radio and any other means of advertising as described in each of the preceding sponsorship packages.

**Your Company at Area Businesses Program:** This fulfillment achieves two important goals. It establishes your company in the community as a supporter of the community, while also publicizing the Air Fair. In this program we take a crew of young folks to a major traffic outlet (i.e. Wal-Mart, Home Depot, etc.) where they hand out giveaways that are joint branded with your company contact info and logo, as well as the dates, time and website link for the Air Fair. The crews will be dressed in flight suits with your logo back and front, and their table banner will have your logo and Air Fair information co-joined. The larger your sponsorship, the higher the traffic area we choose for your company's presence.

**Parade of Sponsors:** At the opening of the air show both days of the Air Fair, a member of our Company at Area Business Program crew will sport your logo in a parade across the tarmac. During this parade, the announcer will speak briefly about each sponsor's contribution and thank them for it.

**Prize for Drawing:** In this program, the sponsor delivers a prize to the airport which will be awarded in a Saturday drawing during the air show break. People enter the drawing by going to the sponsor's place of business in the weeks prior to the Air Fair and submitting their entry.

**Banners:** We offer the free service of designing your banner for you (if you don't have a design). We will then assume the cost of manufacturing and placing the banners, and keep them for future events or give them to you to use as you see fit.

**Food Vouchers:** Each voucher has a value of \$5.00 and is redeemable with any of the Air Fair food vendors.

**Vendor Area:** Vendor space is valued at \$250 per 10'x10' area. Higher dollar sponsors are invited to set up a vendor area for the duration of the Air Fair per the specifics in each preceding package.

**Silent Auction Items:** Must be shipped or delivered to the Garfield County Airport, at the sponsor's cost, and be received by August 1, 2009. Please deliver item(s) to: Garfield County Airport, Janet Samson or Brian Condie, Garfield County Regional Airport, 0375 County Road 352, Building 2060, Rifle, Colorado 81650 ([970] 625-1091).

**Exclusivity:** Garfield County Air Fair has adopted a non-exclusivity policy for sponsorships in order to finance the event through these challenging economic times.

*Note: The Garfield County Airport Air Fair Management Team strives to add and improve fair features right up to the day the gates to the Air Fair open to the general public; because of this, some events may be added or changed, without notice. We appreciate all our sponsors' commitment to our commitment to making the Garfield County Airport Air Fair the best it can be. Thank you.*

**Contact Info/Please Make Check Payable to: Garfield County.** Remit check with contract to: Garfield County Air Fair, c/o 2385 S. San Miguel Dr., Grand Junction, CO 81507. Please confirm your plan by phone or email (or additional information call): (970) 241-7992 or email [pat@patriciaelinn.com](mailto:pat@patriciaelinn.com).