



GOLD PARTNERSHIP OPPORTUNITIES

GRAND PRIX WEST (GPW)	INVESTMENT: \$12,000
GRAND NATIONAL HYDROS (GNH)	INVESTMENT: \$7,000
5.0 LITER	INVESTMENT: \$7,000
2.5 STOCK	INVESTMENT: \$7,000
1.0 LITER	INVESTMENT: \$7,000

BENEFITS OF GOLD PARTNERSHIP

- Your name included on River City Racine 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 audio commercial spot played during event on event PA system. (sponsor provided)
- Your company banners displayed on event site fence. (sponsor provided)
- 20' X 20' VIP tent trackside.
- Arranged visits from teams in your class to your tent, as well as, exclusive pit tours.
- Picture with your business logo on the boat of your choice in your class. (18" x 24" vinyl logo provided by sponsor)
- 50 single day event passes to be used for Family or Corporate use.

SILVER LEVEL OPPORTUNITIES

BEER GARDEN	INVESTMENT: \$5,000
<ul style="list-style-type: none">• Main beer garden and up to 2 satellite 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
<ul style="list-style-type: none">• 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
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BENEFITS OF SILVER PARTNERSHIP

- Your company will be promotionally mentioned by the Official announcer, on accessed public address systems at the race site.
- One 30-second audio commercial to be aired during the event on the public address system. (sponsor provided)
- Your name included on River City Racine 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.
- 16 single day event passes for Family or Corporate use.



INVESTMENT OPPORTUNITIES

CHAMBERLAIN-OACOMA, SOUTH DAKOTA • JUNE 16-17, 2012

BRONZE PARTNERSHIP OPPORTUNITIES

CAR SHOW	INVESTMENT: \$3,500
FREE ADMISSION FOR CHILDREN 12 & UNDER	INVESTMENT: \$3,000
FREE ADMISSION FOR ACTIVE MILITARY	INVESTMENT: \$3,000
PATROL & SAFETY BOATS	INVESTMENT: \$2,000
SECURITY	INVESTMENT: \$2,000

BENEFITS OF BRONZE PARTNERSHIP

- Your name included on River City Racin' web site with link to your site.
- One 30-second audio commercial to be aired during 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.
- 12 single day event passes for Family or Corporate Use

ASSOCIATE PARTNERSHIP OPPORTUNITIES

FIRST AID TENTS & AMBULANCE(S)	INVESTMENT: \$1,500
RACIN' SAFETY (DIVERS & EQUIPMENT)	INVESTMENT: \$1,500
INFORMATION BOOTH / LOST AND FOUND	INVESTMENT: \$1,000
TROLLY	INVESTMENT: \$1,000
TROPHY'S	INVESTMENT: \$1,000

BENEFITS OF BRONZE PARTNERSHIP

- Your name included on River City Racin' web site 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 audio commercial spot played during event on festival PA system. (sponsor provided)
- Your banners displayed on event site fence. (sponsor provided)
- 8 single day event passes for Family or Corporate Use



HOSPITALITY TENTS

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

OPTION 1

INVESTMENT: \$3,000

Approximately a 15' x 20' area that includes 15' x 10' canopy with 3 side walls, 25 chairs, 3 tables and standard power

- Prime viewing location for company parties. 50 single day event passes
- Signage on your tent (Signage is company's responsibility).
- 30 second audio commercial announcement of your business by Announcer during festival. (provided by the business)
- Exclusive Team visits to your tent. (upon availability and prior arrangements)

**Please note that you must provide proof of insurance & list River City Racine 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. 100 single day event passes.
- Signage on your tent (Signage is company's responsibility).
- Companies: 15 or 30 second audio commercial played during festival.
- Inclusion in River City Racine web site.
- Exclusive team visits to your tent. (upon availability and prior arrangements)

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

ADDITIONAL OPPORTUNITIES

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 are Needed For Donated Use - there are 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 Racine 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 audio commercial spot played during event on festival PA system.

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



BUSINESS LOGO ON A HYDROPLANE

10" X 12" STATIC LOGO (PROVIDED BY BUSINESS) INVESTMENT: \$250

18" X 24" STATIC LOGO (PROVIDED BY BUSINESS) INVESTMENT: \$500

BENEFITS

- Prime viewing location for company parties. 100 single day event passes.
- Your graphics applied to hydroplane according to given dimensions. Choices of hydroplane determined by availability Location of logo on boat determined by race team.
- Your company promotionally mentioned by the Official announcer on accessed public address systems at the race site.
- One 30-second audio commercial to be aired during the event on the public address system. (sponsor provided)
- 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.(upon availability and prior arrangement of race team)
- Your company logo and link to your company website featured on the River City Racine' website event partner page. (sponsor provided)

STATISTICS

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 Racine', Inc.

THE AVERAGE RIVER CITY RACINE' FAN IS:

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

AGE

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

EDUCATION LEVEL

Post Grad Degree (5%) • Attend/Grad College (57%) • High School Grad (31%) • Other (7%)

HOUSEHOLD INCOME

\$75k+ (16%) • \$50-75k (20%) • \$30-50k (31%) • \$20-30k (17%) • Under \$20k (16%)

GENDER

Male (55%) • Female (45%)