



## 2012 Sponsorship Options

### Title Sponsorship

only 1 available

- **Naming rights** as your Company officially becomes part of the event name, i.e., 2012 Rocky Fork Thunder brought to you by \_\_\_\_\_
- Company Name/Logo incorporated in official event logo which provides a high level of visibility/marketability with inclusion in all marketing, advertising and promotional materials to tentatively include:
  - **Full Page** ad in September 2012 Times-Gazette
  - **Logo inclusion** and naming inclusion in over 75+ event print advertisements in a variety of daily and weekly publications
  - **Logo inclusion** in all promotional pieces (50m+)
- Company Name/Logo used in all officially licensed **Social Media sites**
- Ability to cross-promote at retail level via advance ticket sales, giveaways and enter to win contests via Social Media assets
- Company Name/Logo included on the **Homepage** of event website complete with **link**
- Company Name/Logo on the **front** of the official 2012 Commemorative Event Program
- **Full color Back Page ad** in 2012 Commemorative Event Program
- Company Name/Logo on all officially licensed race apparel
- Program listing as a MAJOR sponsor
- Company Name/Logo displayed on race course signage
- Inclusion in all media releases
- Sponsorship mention during event announcing (2 times per hour – both days)
- 20 WVNU-FM **Radio Spots** during the race (10 per day)
- Company Name Logo on hydroplane during races (includes framed 8" X 10" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- Meet & greet with driver of the hydroplane sponsored
- 10 Officially licensed event golf shirts
- **20 V.I.P. Passes** or 20' X 40' Corporate Tent
  - \*Soft drinks and snacks provided
- **Key personnel interviewed** during the event by Official Race Announcer
- **Investment: \$15,000**

## Platinum

only 2 available

- Company Name/Logo on the **front** of the official 2012 Commemorative Event Program
- **Full Page ad** in 2012 Commemorative Event Program
- Company Name/Logo used in all officially licensed **Social Media sites**
- Company Name/Logo included on the **Homepage** of event website complete with **link**
- Company Name/Logo in all printed media
- Company Name/Logo on all officially licensed race apparel
- Program listing as a MAJOR sponsor
- Company Name/Logo displayed on race course signage
- Inclusion in all media releases
- Sponsorship mention during event announcing (2 times per hour – both days)
- 10 WVNU-FM **Radio Spots** during the race (5 per day)
- Company Name/Logo on hydroplane during races (includes framed 8" X 10" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- Meet & greet with driver of the hydroplane sponsored
- 5 Officially licensed racing golf shirts with your Company Name/Logo
- **15 V.I.P. Passes** or 20' X 20' Corporate Tent
  - \*Soft drinks and snacks provided
- **Investment: \$10,000**

## Gold

only 4 available

- Program listing as a MAJOR sponsor
- Company Name/Logo displayed on race course signage
- Company Name/Logo included on the **Homepage** of event website complete with **link**
- Sponsorship mention during event announcing (2 times per hour – both days)
- 6 WVNU-FM **Radio Spots** during the race (3 per day)
- Company logo on hydroplane during races (includes framed 8" X 10" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- Meet & greet with driver of the hydroplane sponsored
- 5 Officially licensed racing golf shirts with your Company Name/Logo
- **10 V.I.P. Passes**
  - \*Soft drinks and snacks provided
- **Investment: \$5,000**

## Silver

only 4 available

- Program listing as a MAJOR sponsor
- Company logo displayed on race course signage
- Company Name/Logo included on the event website complete with **link**
- Sponsorship mention during event announcing (1 time per hour – both days)
- 4 WVNU-FM Radio Spots during the race (2 per day)
- Company logo on hydroplane during races (includes framed 8" X 10" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- 2 Officially licensed racing golf shirts
- **5 V.I.P. Passes**
  - \*Soft drinks and snacks provided
- **Investment: \$1,000**

## Team

only 43 available

- Program listing as a sponsor
- Company Name/Logo included on the event website complete with [link](#)
- Sponsorship mention during event announcing (1 time per hour – both days)
- 2 WVNU-FM **Radio Spots** during the race (1 per day)
- Company logo on hydroplane during races (includes framed 8" X 10" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- 2 Officially licensed racing golf shirts
- **2 V.I.P. Passes**
  - \*Soft drinks and snacks provided
- **Investment: \$500**

## Hydroplane

20 available

- Program listing as a sponsor
- Company logo on hydroplane during races (includes framed 5" X 7" photo)
- Race announcer will use the sponsor's name during the heat racing and the finals
- **2 V.I.P. Passes**
  - \*Soft drinks and snacks provided
- **Investment: \$350**

## Crew Chief

- Program listing as a sponsor
- **2 V.I.P. Passes**
  - \*Soft drinks and snacks provided
- **Investment: \$100**

## VIP Passes

- **Investment: \$25 each**

# 2012 Commemorative Program

Create more awareness for your business using this unique advertising medium!

The collector's quality Commemorative Program is an 8 ½ x 11" glossy, full color program featuring event highlights, rules, event schedule, scoring information and bio sketches of the race boats and drivers.

The Commemorative Program is a hard copy supplemental for Social Media sites and the Event website.

## Advertising Rate Schedule

Back Cover	\$2,500	Center Spread (Color)	\$1,800	Half Page (H: 7.5x4.75")	\$275
Inside Front Cover	\$1,800	Double Spread (B&W)	\$800	Quarter Page (3.675x4.75")	\$150
Inside Back Cover	\$1,800	Full Page (7.5x9.875")	\$500	Eighth Page (3.675x2.25")	\$90



**Yes....of course, we want to be involved in Rocky Fork Lake State Park's  
Greatest Summertime Happening!!**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

You can count on us for the following:

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**All reservations, donations and payments are due in full by August 1, 2012 to  
guarantee inclusion in all benefits.**

Please make checks payable to the Highland County Convention & Visitors Bureau and mail to 1575 N.  
High St., Suite 400, Hillsboro, OH 45133-0683

Remember...your participation will be tax deductible to the full extent allowed by the law.  
Questions?? Please call (937) 402-4347 or email [visithighlandcounty@yahoo.com](mailto:visithighlandcounty@yahoo.com)