

Four Seasons of Fun 2017 Sponsorship Opportunities

We would like to offer our sincere thanks to our current sponsors and those considering future sponsorship. As you are aware, 2016 was a difficult year for all outdoor events in southwestern Wisconsin. The heavy rains and flooding created a huge challenge. Despite these challenges, we had great success with Motorsports Mayhem, Redneck Rally, and even the demolition derby at Churning Dirt. With your help, we were able to entertain over **13,000 people** and donated a total of **\$20,697** to local charities and sports teams. In exchange for your support of these charitable goals, we have provided significant marketing opportunities for our sponsors.

Our combined charitable donations over the last 8 years has now exceeded **\$298,697**. Groups that have benefited include; 4-H organizations, local school sports teams, Rotary, Multiple Sclerosis Society, Jamaican Mission Program, Eagle School, Lions Club, American Legion, VFW, and St. Mary's School. We continue to improve the Richland County Fairgrounds for all to enjoy. In a joint project with Tri-County Building Supply, we were able to replace a large section of the fencing at the fairgrounds to greatly improve its appearance. These events also provide a necessary financial boost directly to local businesses. Although the entire financial impact of these events on Richland County is not clear, anecdotally, several local businesses have had record profits on the days of our events. This should not be surprising with 13,000 people coming to the area.

We are very excited for 2017 as we see great growth potential. In 2016, we had a record setting crowd at **Motorsports Mayhem** and we foresee that this growth will continue. Motorsports Mayhem is scheduled for May 13, 2017. This event will return with one of the biggest demolition derbies in southwestern Wisconsin. This is combined with our truck and tractor pull, ATV, snowmobile, and dirt bike grass drags, kids pedal pull, bounce houses, and much more to provide awesome entertainment for a low price.

Churning Dirt will continue to be our premier pulling event of the year. We will return to what has worked so well in the past by making Churning Dirt a single day event. In addition to the Badger State Truck and Tractor Pull, the popular Churning Challenge Mud Run will return. Car and truck drag races will be held in the afternoon along with bounce houses and pedal pull for the kids.

Redneck Rally will wrap on the 2017 season on October 14, 2017. This event will once again feature the hugely popular monster truck show in addition to the truck and tractor pull. The fast track will return with a new location on the drag track. With the final pedal pull of the season and bounces houses for the kids, there is something for everybody.

When we consider the demographics our fans, we strongly feel this fits your marketing goals. Our fans are your customers. With our combined creativity we can develop promotions to increase business for your corporation while helping support local charities. In 2017, we have more options for custom promotions including VIP spectator booths with food and drink options, informational and retail vendor booths, and other promotions to increase sponsor visibility.

Please consider sponsoring The Four Season of Fun in 2016. For questions or to design a custom promotion, please Call Bryan Myers (608)604-5395 or Jason Schultz (608) 604-5068.



Four Seasons of Fun 2017 Sponsorship Opportunities

TITLE SPONSOR - \$5000

- 30 Complimentary Event Tickets
 - 20 Churning Dirt T-shirts
- Logo and optional link on Hybrid Redneck Homepage
- Mention as title sponsor in radio, newspaper, and TV ads
 - Logo included on billboards
 - Logo on all event posters
 - Logo on Churning Dirt T-shirts
- 2 banners provided by us at all events
- Aggressive promotion with announcements at the events

- 2 Custom Promotions (VIP contest, prize drawing, distributing educational or promotional material, special event at your business with a pulling vehicle, dedicated booth space at our event, or other promotion)

PLATINUM SPONSOR - \$3000

- 20 Complimentary Event Tickets
 - 10 Churning Dirt T-shirts
- Logo and optional link on Hybrid Redneck Webpage
- Mention as sponsor in radio and newspaper ads
 - Name on all event posters
 - Logo on Churning Dirt T-shirts
- 2 banners provided by us at all events
- Aggressive promotion with announcements at the events

- 1 Custom Promotions (VIP contest, prize drawing, distributing educational or promotional material, special event at your business with a pulling vehicle, dedicated booth space at our event, or other promotion)

GOLD SPONSOR - \$1500

- 10 Complimentary Event Tickets
 - 5 Churning Dirt T-shirts
- Logo and optional link on Hybrid Redneck Webpage
 - Logo on Churning Dirt T-shirts
- 1 Banners provided by us at all events
- Aggressive promotion with announcements at the events



Four Seasons of Fun 2017 Sponsorship Opportunities

SILVER SPONSOR - \$1000

- 7 Complimentary Event Tickets
- 3 Churning Dirt T-shirts
- Listed as sponsor with optional link on Hybrid Redneck Webpage
- Name on Churning Dirt T-shirts
- 1 banners provided by us at all events
- Aggressive promotion with announcements at the events

BRONZE SPONSOR - \$500

- 3 Complimentary Event Tickets
- 2 Churning Dirt T-shirts
- Listed as sponsor with optional link on Hybrid Redneck Webpage
- 1 banners provided by us at all events
- Aggressive promotion with announcements at the events

FRIEND SPONSOR - \$250

- 2 Complimentary Event Tickets
- 1 Churning Dirt T-shirt
- Listed as sponsor with optional link on Hybrid Redneck Webpage
- Aggressive promotion with announcements at the events



