

Four Seasons of Fun 2018 Sponsorship Opportunities

We would like to offer our sincere thanks to our current sponsors and those considering future sponsorship. As you are aware, 2017 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 in May. Unfortunately our popular July and October events were cancelled due to rain and flooding.

Despite the weather in 2017, we are proud to share that Motorsports Mayhem alone brought over **6000 people** to Richland Center and raised **\$7613** for local charities. Our combined charitable donations over the last 9 years has now exceeded **\$306,310**. 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.

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 6,000 people coming to the area. We are very excited for 2018 as we see great growth potential.

In 2017, we had a record setting crowd at **Motorsports Mayhem** and we foresee that this growth will continue. Motorsports Mayhem is scheduled for May 12, 2018. This event will return with one of the biggest demolition derbies in southwestern Wisconsin. We are also excited to have car and truck drag racing return to our events. 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 but will feature several exciting changes. The biggest change will be a new date. Churning Dirt will be held June 30, 2018. For the first time in years, high speed motorcycle racing will return to the half mile track at the fairgrounds during the day. Badger State Truck and Tractor Pullers will be featured during the evening. The popular Churning Challenge Mud Run, fire department water fights, and car and truck drag races on the pulling track will return. As always, bounce houses and a pedal pull for the kids are scheduled.

Redneck Rally will wrap the 2018 season on October 13, 2018. This event will once again feature the hugely popular team demolition derby. The season ending truck and tractor pull has been a huge draw for years. The fast track will return with a new location on the drag track. With the final pedal pull of the season and bounce 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 2018, 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. We are also seeking sponsors for the motorcycle race to draw national riders.

Please consider sponsoring The Four Season of Fun in 2018. For questions or to design a custom promotion, please Call Bryan Myers (608)604-5395 or Jason Schultz (608) 604-5068.



May 12, 2018



June 30, 2018



October 13, 2018

2018 Sponsorship Levels

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

PLATINUM SPONSOR - \$3000

- 20 Complimentary Event Tickets
- 10 Churning Dirt T-shirts
- Logo and optional link on Hybrid Redneck Webpage
- 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 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

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



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