

## Four Seasons of Fun 2020 Sponsorship Opportunities

We would like to offer our sincere thanks to our current sponsors and those considering future sponsorship. We are especially appreciative for each of our sponsors who have helped support our events with the poor weather over the last few years. We continue to hope for better weather to allow a return to the growth we had been experiencing.

Despite the weather, we are proud to share that our events brought a combined **4791 people** to Richland Center and raised **\$10,897** for local charities. Our combined charitable donations over the last 11 years has now exceeded **\$331,838**. Groups that have benefited include: 4-H organizations, local school sports teams, Multiple Sclerosis Society, Jamaican Mission Program, Eagle School, Kiwanis Club, 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, local businesses have had record profits on the days of our events. This should not be surprising with over 4,000 people coming to the area. We are very excited for 2020 as we hope to see a return of the great growth we have experienced in the past.

**Motorsports Mayhem** has become our most popular event of the season and we foresee continued growth with a 2-day event in 2020. Motorsports Mayhem is scheduled for May 8<sup>th</sup> - 9<sup>th</sup>, 2020. This event will return with one of the biggest demolition derbies in southwestern Wisconsin. We are also excited to have our truck and tractor pull right next to the demolition derby for nearly unprecedented entertainment. This is combined with our car and truck drag racing, ATV, snowmobile, and dirt bike grass drags, kids pedal pull, helicopter rides, and much more to provide awesome entertainment for a low price.

**Redneck Rally** will wrap the 2020 season on October 10<sup>th</sup>, 2020. This event will once again feature a year ending car and truck competition including dyno and drag racing. This popular event in 2019 will be enhanced in 2020 with the additional of more spectator classes. The ATV, snowmobile, and dirt bike drag racing rounds out a great day of entertainment.

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 2020, we have more options for custom promotions including VIP spectator booths with food and drink options, discounts for bulk ticket purchasing for employees and/or customers, informational and retail vendor booths, and other promotions to increase sponsor visibility.

Please consider sponsoring The Four Season of Fun in 2020. For questions or to design a custom promotion, please Call Bryan Myers (608)604-5395 or Jason Schultz (608) 604-5068.



May 8-9, 2020



October 10, 2020

# 2020 Sponsorship Levels

## **TITLE SPONSOR - \$5000**

- 30 Complimentary Event Tickets
- 20 Event T-shirts
- Logo and optional link on Hybrid Redneck Homepage
- Mention as title sponsor in TV ads
- Logo on all event posters
- Logo on Event T-shirts
- Double exposure on electric sign board at all events
- Aggressive promotion with announcements at the events
- 2 Custom Promotions

## **PLATINUM SPONSOR - \$3000**

- 20 Complimentary Event Tickets
- 10 Event T-shirts
- Logo and optional link on Hybrid Redneck Webpage
- Logo on all event posters
- Logo on Event T-shirts
- Double exposure on electric sign board at all events
- Aggressive promotion with announcements at the events
- 1 Custom Promotion

## **GOLD SPONSOR - \$1500**

- 10 Complimentary Event Tickets
- 5 Event T-shirts
- Logo and optional link on Hybrid Redneck Webpage
- Logo on Event T-shirts
- Logo on electric sign board at all events
- Aggressive promotion with announcements at the events

## **SILVER SPONSOR - \$1000**

- 7 Complimentary Event Tickets
- 3 Event T-shirts
- Listed as sponsor with optional link on Hybrid Redneck Webpage
- Name on Event Dirt T-shirts
- Logo on electric sign board at all events
- Aggressive promotion with announcements at the events

## **BRONZE SPONSOR - \$500**

- 3 Complimentary Event Tickets
- 2 Event T-shirts
- Listed as sponsor with optional link on Hybrid Redneck Webpage
- Logo on electric sign board 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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