



SPONSORSHIP PACKAGES

“LET’S ROLL!” 9/11 TRIBUTE RIDE & CONCERT



Becoming a sponsor for Operation Patriot's "Let's Roll!" Tribute Ride will provide exposure for your company to potential new customers and enhance your company's image as a charitable and community-minded organization.

We understand that a successful partnership requires that both parties benefit. We are very willing to work with our sponsors to custom-tailor sponsorship agreements that provide the best possible return on your investment in our cause. We invite you to help us design a program that will provide a foundation for a long-running, mutually beneficial partnership. The attached sponsor benefit matrix can be used as a starting point for our discussions, and includes options for the the following features:

- * Sponsor's logo on all fliers, posters, and promotional pieces.
- * The Sponsor will have the opportunity to be included in Event Press Releases that will recognize Sponsor's contribution level.
- * The Sponsor will be recognized on www.OperationPatriot.org with logo and hyperlink.
- * The Sponsor will have the opportunity to be recognized and speak on main stage.
- * Opportunities for sponsor-provided banner placement and other displays on stage and in food / drink locations.
- * Complimentary Ride / Event tickets for customers.
- * The Sponsor may provide materials at our information booth and other displays appropriate to the sponsor's business including brochures or business cards to be handed to all registrants.
- * Product Samples/Marketing Materials: When appropriate, the Sponsor can provide a product sample, coupon, or literature to be distributed at their booth or the Operation Patriot booth.

For more information, please contact Mark Rossney at 585-615-1282
or email at mrossney@operationpatriot.org

*Please note that the level of sponsorship selected for participation determines the benefits to be received.
To be included on promotional materials, logos must be submitted prior to materials being created.*



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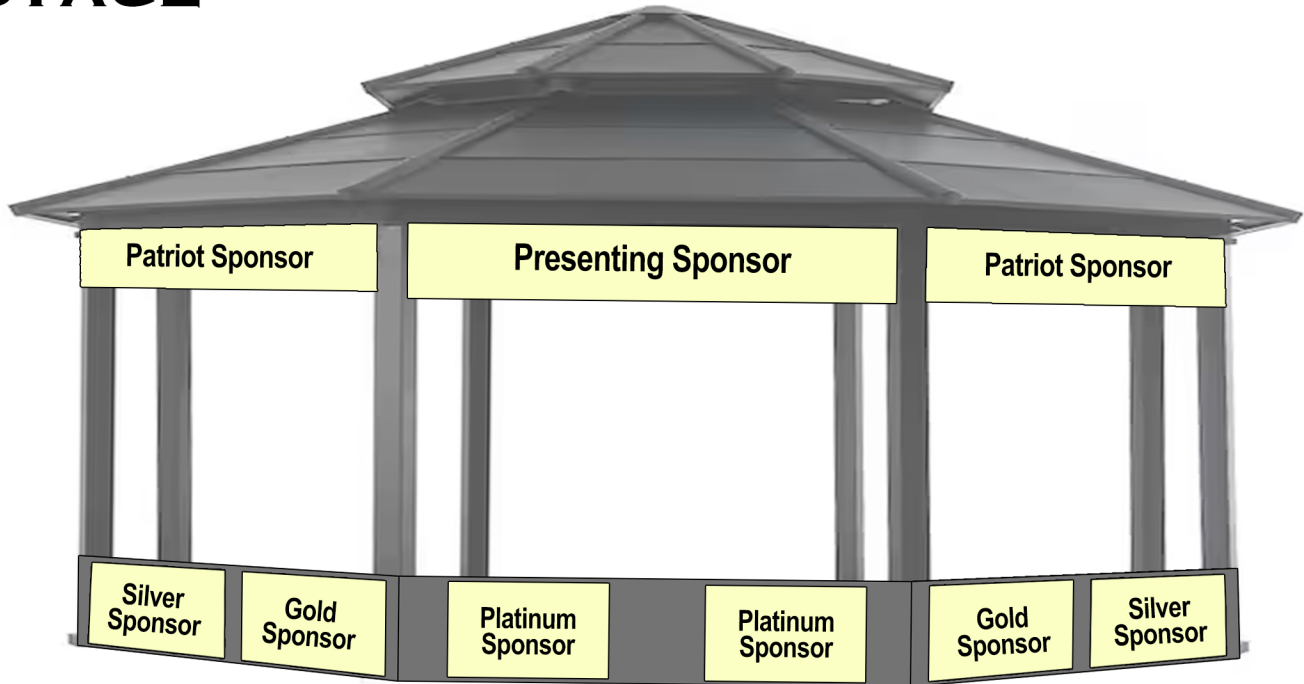
	Presenting \$5000	Patriot \$4000	Platinum \$3000	Gold \$2000	Silver \$1000	Bronze \$500
Name in text on t-shirts						✓
Name in text / link on website						✓
Name on all text-only promos	✓	✓	✓	✓	✓	✓
Logo on onsite Sponsor signage	✓	✓	✓	✓	✓	✓
Logo on all promos with images	✓	✓	✓	✓	✓	
Logo / Link on Website	✓	✓	✓	✓	✓	
Logo on t-shirts	✓	✓	✓	✓	✓	
Inclusion on email blasts	✓	✓	✓	✓		
Inclusion on all Press Releases	✓	✓	✓			
Your brochure offered at admission	✓	✓				
Product Exclusivity	✓	✓				
Opportunity to Speak at Event	✓					
Exhibit Booth	10 x 40	10 x 30	10 x 20	10 x 10	10 x 10	10 x 10
Banner on Stage (See diagram)	Large Top Center	Large Top Left or Right	Bottom Center	Bottom Left or Right (Inside)	Bottom Left or Right (Outside)	
Banner in Food / Beer Court (See diagram)	(6) 3' x 2' or (2) 6' x 3' (2) 3' x 2'	(4) 3' x 2' or (2) 6' x 3'	(3) 3' x 2'	(2) 3' x 2'	(1) 3' x 2'	
Free T-Shirts	12	10	8	6	4	2
Admission Tickets	10	8	6	4	2	1

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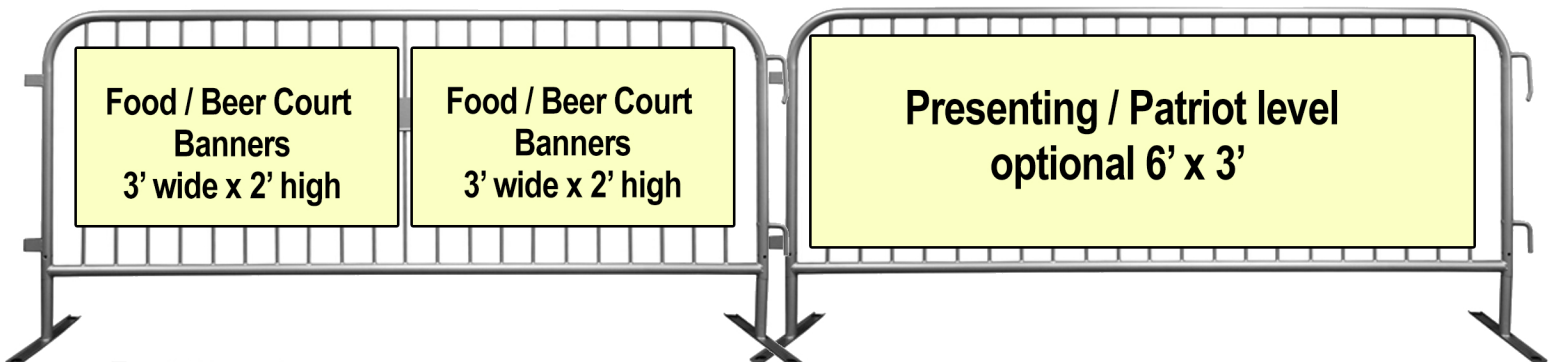
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STAGE



Top banners: 16' wide x 2' high
Bottom banners: 6' wide x 3' high

FOOD / BEER COURT



Food / Beer Court Banners: 3' wide x 2' high
Optional 6' wide x 3' high (*Presenting / Patriot Sponsors*)

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