



# 2010 Sponsorship Opportunities

## ***Align Your Company with 5,000 of New England's most Hardcore Extreme-Sports and Outdoor Enthusiasts age 18-34!***

The New England Forest Rally is your chance to position your brand with a truly fun and exciting sport, and connect with your target market while they're at their most receptive!

### Fast Facts

- **5,000** spectators attended in 2009!
- **60,000** web page views in July '09.
- **ESPN** and **SPEED TV** covered highlights in 3 biggest world markets!
- **Fastest growing** motor sport in the U.S.
- **X-games** most attended sport.



X-Games Legend, Travis Pastrana was last year's NEFR Champion.

### Spectator Profile

Our typical rally event spectator is a young adult male (age 18 to 34) from New England.

In addition to being a rally fan, he considers himself a car enthusiast and is very likely a fan of other extreme sports and outdoor adventures.

This spectator is truly part of a niche community, where fans often go to great lengths to "show their colors" and differentiate themselves. This is **definitely not** your typical NASCAR crowd...



Fans gathered at the Mexico Recreation Area in '09; one of the most popular spectator areas of the rally.

## ... Spectator Profile Continued

Rally fans are **trend setters and opinion leaders**. Their loyalties are likely to influence buying decisions – up to and including major purchases like performance vehicles and other high-end outdoors and sports related products.

Spectators attending NEFR last year took part in other regional outdoors activities including **hiking, fishing, and camping**.



## About the Events

There are currently two separate rally event weekends held in New England each year: the NEFR and the Dalton Regional.

**Sponsor opportunities include participation in both!** This allows for a yearlong relationship with greater and more continuous exposure.

(FYI additional events may be coming soon!)



### New England Forest Rally July 16 - 17, 2010

NEFR is a two day **National Championship** event that includes two regional competitions held concurrently with the national.

The **Mexico Regional Rally** is held on Friday in Mexico, ME, and the **New Hampshire Regional Rally** is held across the border on Saturday. The event weekend is headquartered at Sunday River Resort in Newry, Maine.

### Dalton Regional Rally Spring (TBA), 2010

Dalton is the sister event to the NEFR and consists of one regional competition.

This is a two day event headquartered at the Team O'Neil Rally School in Dalton, NH.

## Event Features

**Stars:** X-gamers Pastrana, Block, Mirra, plus many local and regional heroes!

**Parc Exposés:** Fans gather to see the cars up-close, meet the drivers, and visit vendors.

**Media:** Writers, photographers, and producers both local and national.



Having some fun with the Army National Guard climbing wall at the Parc Exposé, NEFR, 2009

# Major Sponsor Opportunities

	National Title \$20,000	Nat. Present. \$10,000	Regional Title \$5,000	Reg. Present. \$2,500
<b>Naming Rights</b> <i>Your name and logo</i>	<b>X</b> (in the main title)	<b>X</b> (after the title)	<b>X</b> (in regional title)	<b>X</b> (after regional title)
<b>Print Material</b> <i>All mktg. collateral, incl. 1,000 posters</i>	<b>X</b> (1st billing)	<b>X</b> (2nd billing)	<b>X</b> (3rd billing)	<b>X</b> (4th billing)
<b>Website</b> <i>100,000 impressions</i>	<b>X</b> (large logo +top ad)	<b>X</b> (large logo +side ad)	<b>X</b> (large logo)	<b>X</b> (medium logo)
<b>Spectator guide</b> <i>3,000+ copies &amp; 2 x pass along rate</i>	<b>X</b> (center spread)	<b>X</b> (full page)	<b>X</b> (half page)	<b>X</b> (quarter page)
<b>Event Banners</b> <i>Thousands attending</i>	<b>X</b> (8 banners)	<b>X</b> (6 banners)	<b>X</b> (4 banners)	<b>X</b> (3 banners)
<b>Display Space</b> <i>Thousands attending</i>	<b>X</b> ([2] 10x20)	<b>X</b> ([2] 10x10)	<b>X</b> ([1] 10x10)	<b>X</b> ([1] 10x10)
<b>Live Reads</b> <i>By event MC</i>	<b>X</b> ([8] 30 sec spots)	<b>X</b> ([8] 15 sec spots)	<b>X</b> ([8] name and slog.)	<b>X</b> ([8] name)
<b>Take a real rally course ride</b> <i>Your selected guests</i>	<b>X</b> (five)	<b>X</b> (four)	<b>X</b> (three)	<b>X</b> (two)
<b>VIP Package Tickets</b> <i>Your selected guests</i>	<b>X</b> (five)	<b>X</b> (four)	<b>X</b> (three)	<b>X</b> (two)
<b>Featured in Press Releases</b>	<b>X</b>	<b>X</b>		
<b>Present awards &amp; speaking opp</b> <i>Trophies with name</i>	<b>X</b>		<b>X</b>	
<b>Radio/TV ads mention name</b> <i>(Subject to avail.)</i>	<b>X</b>	<b>X</b>		
<b>Product Exclusivity</b>	<b>X</b>	<b>X</b>		
<b>Name/Logo on staff shirts</b> <i>300 quality knits</i>	<b>X</b>			
<b>Name/Logo on cars 40 - 50 +</b>	<b>X</b>			

# Supporting Opportunities

	Awards Party Sponsor \$1,000 - \$2,000	Supporting Sponsor \$500	Advertiser \$150	Business Listing \$50
<b>Naming Rights</b> <i>Your name and logo advertising the party</i>	X (in the party title)			
<b>Print Material</b> <i>All mktg. collateral, incl. 1,000 posters</i>	X (name on lower billing)	X (name on lower billing)		
<b>Web</b> <i>Impressions vary</i>	X (small logo + ad in events category)	X (small logo)	X (ad in product category)	X (listing in product category)
<b>Spectator guide</b> <i>3,000+ copies &amp; 2 x pass along rate</i>	X (eighth page ad)	X (eighth page ad)	X (eighth page ad)	X (listing in guide)
<b>Event Banners</b> <i>Thousands attending</i>	X (3 banners)	X (2 banners)		
<b>Product Special</b> <i>Promo opportunities available</i>	X			



## Additional Notes

- In-kind product donations may be accepted in lieu of cash.
- Custom solutions are available; please tell us exactly what you're looking for – we have a track record of advancing businesses by meeting their needs.
- Can assist in cross-marketing.

## Contact

Nancy Flynn, Sponsorship Coordinator  
603-677-6071 nancy@newenglandforestrally.com

-or-

Thomas Stillwell, Marketing Manager  
802-227-9001 tom@newenglandforestrally.com

## Current & Past Sponsors

- Red Bull
- Subaru
- DC Shoes
- National Guard
- BF Goodrich
- Boost Mobile