

## SPONSORSHIP REGISTRATION

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# ALL-4-FUN

**Aug. 2-8, 2015**

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Chaffee County, Colorado is located at the foot of the Continental Divide. The Arkansas River flows along the eastern edge of Buena Vista and down into the heart of Salida. There are several towns within Chaffee County that are a short driving distance from camp. For example, Nathrop, CO, is the closest community with a gas station and store. Buena Vista is just a few miles from camp as well. Nearest commercial airports are Aspen, Denver International, and Colorado Springs.

Mount Princeton Hot Springs is minutes from the camp location and over the last few years has updated and expanded the hot springs that include pools, slides, hot tubs, river access for hot water pools, conference and event center and more. Lodging is also available at this site with hotel rooms and cabins of various sizes.

Buena Vista is one of the main gateways to recreation in the 1,109,782 acre San Isabel National Forest and the 148-mile long Arkansas Headwaters Recreation Area. Buena Vista is often referred to as the "Whitewater Capital of Colorado". The area features some of the best whitewater rafting and kayaking in the United States, with rapids up to a class V rating. Buena Vista was founded in 1879; its name means "beautiful view". The Collegiate Range, mounts Yale, Harvard and Princeton, all over 14,000 feet in elevation, form a backdrop for this community, and our 2015 All-4-Fun



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The Mile-Hi Jeep Club (MHJC) is proud to announce the location and dates for the 2015 All-4-Fun event. 2015 will be MHJC's 49<sup>th</sup> year of providing this event to the off-road community with dates for the event being August 2nd-8th. The event will be hosted by Chaffee County Colorado, which is nestled in the heart of the Colorado at the base of the Colligate Mountain Range. The 2015 event is expected to draw 300+ registered vehicles and nearly 1000 individual participants to the week long event.

Mile-Hi Jeep Club is an active, not-for-profit organization with approximately 300 vehicle members who practice and promote responsible and safe 4-wheeling. We are dedicated to helping maintain existing 4-wheel drive roads through our Adopt-A-Road program and by supporting the Colorado Off Highway Vehicle Coalition (COHVCO) and the Blue Ribbon Coalition. In addition, MHJC and its members support "Stay The Trail" and "TreadLightly!" so future generations of 4-wheeling enthusiasts may enjoy what we have today.

The All-4-Fun event continues to be one of the best family 4-wheeling events in the country and offers a weeklong family oriented 4-wheeling adventure in the Colorado Rockies. The 4x4 roads and trails around Chaffee range in difficulty from easy to extreme and is some of the best Jeeping/ off roading in the State

Your company is invited to attend the 2015 All-4-Fun in Chaffee County. This year's event has significant new and exciting changes that we'd like you to note in determining your company's participation:

- Event will be from Sunday to Saturday (vs. Saturday to Saturday)
- Trails Rides will be Monday, Tuesday, Thursday and Friday
- Sunday Night's Welcome Dinner is expanded to a full BBQ Dinner
- Ice cream social will be Wednesday evening
- Pancake Breakfast and Vendor Show will be on Wednesday
- Friday night closing activities will include Door Prize Night
- Second Chance Drawing have been revised so people have the ability to put their name in for a specific prize of choice.
- The Promotions Committee will be working with vendors to promote products upon arrival of participants and welcome all to our hospitality area.
- More kids and family with kids activities throughout the week, not just during the vendor show, including Pirate night and Karaoke.
- We are expanding the vehicle games to be more active within the camp community
- Vendors will have the ability to set up and sell every evening, if they wish, in the Vendor area
- We will have extended evening hours for more time to visit with other participants

Wednesday will be set aside as a day of relaxation and a time to visit with the exhibiting vendors. Friday evening is door prize night where each paid registered driver has an opportunity to win prizes provided by the contributing vendors of the event. The Second Chance Drawing prizes will be given out on Friday night as well.



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The proceeds from the All-4-Fun event allow MHJC to continue our support via an annual contribution to the Children's Hospital Burn Camp, which averages over \$10,000.00 a year; and to support land use projects across Colorado which in the last 5 years had totaled nearly \$30,000.00 in donations. This support and dedication to land use, keeps our trails open so we can continue to host this awesome event for the off-highway enthusiasts.

This document is designed to give our Vendors/ sponsors a variety of options at our event, while ensuring you receive great benefits and promotional opportunities while attending our week in Chaffee County. We have well know, amazing sponsors such as WARN Industries, Daystar, Bestop, Discount Tire, Clemson 4 Wheel Center, Poison Spyder Customs, 4-Wheel Parts and Performance, Nemesis Industries, High Country Performance 4x4, Four to Go, Quadratec, M.O.R.E, and many others. This is an excellent opportunity for your company to have some of your products and your company name in front of a focused audience. Event sponsors will be recognized prior to the event and during the event. All participating vendors will be required to provide their prizes to the All-4-Fun Committee prior to the event or during Sunday's sign in.

We have made some changes to the process in effort to assist your company in early planning for the 2015 event.

We do offer an Exhibitor Only Option that can be marked on the registration form below. This is for the Vendor day only. Booth Space is 10x15. All other sponsors will be invited to attend for the week and will have registrations for a group of 4 per vehicle as outlined at each sponsorship level.

We anticipate over 300 registered participant vehicles and nearly 1000 participants of all ages at the 2015 All-4-Fun event. these participants come from over 30 different states and 3 different countries. The MHJC All-4-Fun Site receives multitude of visits every month and our Facebook site has grown significantly over the last year. We welcome new members and followers on a daily basis. Embracing social media as part of our public relations commitment has helped the club grow more in the last 12 months than ever before! In addition to the listed sponsorship items, your company will be featured on our social media sites .

Support of all types are needed to keep this event on the list as top offloading events across the US. While we want to ensure that you get the most for your marketing dollar by being a sponsor at our event, we also want to ensure our participants have the ability to engage with the people that make their 4x4 builds possible. These engagements are not only valuable on Vendor day, but on the trail, over obstacles or sitting at lunch. A lot of business gets done around the campfire! Don't miss the opportunity to engage!

If your company's representatives will not be staying on the All-4-Fun grounds, and you need assistance in finding lodging in area, please contact us and we will assist you in the process.

Please send all hard copy correspondence and /or products to the ALL-4-Fun C/O Melody Mesmer at the address below. Please feel free to contact our Co-Chairs Cory Moul or Melody Mesmer via email at [ALL4FUNPROMOTIONS@MHJC.ORG](mailto:ALL4FUNPROMOTIONS@MHJC.ORG)

**Melody Mesmer C/O All-4-Fun**  
**12387 Wamblee Valley Rd.**  
**Conifer CO 80433**

**Melody Mesmer 303-946-4164**  
  
**Cory Moul 303-263-1075**

## SPONSORSHIP OPPORTUNITIES

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### **TITLE SPONSOR**

\$15000.00 ( One available)

10 - Registered Vehicles

Logo and Name on all signage

Prominent Banner display inside and out side tent areas

Prominent website display and link

Full page Color Ad in event program

One bag stuffer option

20x20 Booth space

Center back T-shirt Logo placement

### **Dinner Dance**

\$6000.00 (One available)

6-Registered Vehicles

- website ad and link

- Logo on Event t-shirt

Full Page Color Ad in event program

Exhibitor booth space 10x20

One bag Stuffer Option

### **BBQ Sponsor**

\$5000 ( 2 Available)

5 Registered Vehicles

Website ad and link

Full page B&W Ad in event program

Booth space 10x20

One Bag Stuffer Option



### **Pancake Breakfast**

\$2500 (One available)

3 Registered Vehicles

Website and ad link

1/2 Page ad in event program

Booth Space 10x10

### **Ice Cream Social Sponsor**

\$2000.00 (One available)

3 Registered Vehicles

Logo on T-shirt

Website ad and link

1/3 Ad in event program

Booth space 10x10

Name and logo on Ice cream cups

### **Trip Sponsor**

\$2000 (One available)

3 Registered Vehicles

Website add and link

1/2 Ad in Event program

Booth Space

Design and Logo on Trail host t-shirts

Logo on all printed trip materials

### **Tent Sponsor**

1500.00 (Five available)

2 Registered Vehicles

Logo on t-shirt

Website ad and link

Prominent signage on night sponsored

1/2 Page Ad in event program

Booth space 10x10 \*If you sponsor more than one day, benefits increase to the equivalent value

## SPONSORSHIP OPPORTUNITIES

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### Ice Sponsor or Hospitality

\$1500.00

- 2 Registered Vehicles
- Logo on t-shirt
- Website ad and link
- Prominent signage on trailer or tent
- 1/2 Page Ad in event program
- Booth space 10x10

### Bag sponsor

\$1500.00

- 2 Registered Vehicles
- Logo on bag (bag will contain both the event logo and the sponsor logo)
- Website ad and link
- 1/2 Page Ad in event program
- Booth space 10x10

### Beverage sponsor

\$750.00 (5 Available)

- 1 Registered Vehicle
- Website ad and link
- 1/4 page Ad in Event program
- Booth space 10x10

Sponsor may provide logo cups for day of sponsorship if they choose

\*If you sponsor more than one day, your benefits increase to the equivalent monetary value

### Sign Sponsor

\$1000.00 Value

- 1 Registered vehicle
- Logo on sign materials
- Website ad and link
- 1/4 page Ad in event program
- Booth space 10x10



### Kids games

\$1000.00

- 1 Registered Vehicle
- Name on kids event trophies
- 1/8 Page Ad in event program
- Web Ad and Link
- Booth Space 10x10

## SPONSORSHIP OPPORTUNITIES

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**Booth only-** \$400.00 or \$400.00 in product donations. ( t-shirts and hats accepted but not included in monetary value not included)

**Bag stuffer-**\$100.00 (product substitutions not allowed at this level) promotional materials placed in registration bags. Must arrive to designated address at least 1 week prior to event

**T-Shirt Ad** (Only 15 available) \$ 500.00 (product substitutions not allowed at this level)



\*\*\* Sponsorships may have 1/2 of their monetary value provided via product. (T-shirts and Hats accepted but not included in monetary value)

\*\*\* To be included in the Bucket Drawing, product must have a retail value over \$500.00.

\*\*\* If you are interested in an event but can not afford the entire amount, please contact our Promotional Committee Chairs so we can work with you on a shared sponsorship or alternative options. Our Sponsors make this event happen and make it amazing, we want to include you and your business.

\*\*\* Any Sponsor can increase their sponsorship level and benefits with increasing the amount of donated product for our Door Prize night.

Each Sponsorship may have specific details that will be worked out and documented after registration is received. We will contact each sponsor and go over details as well as obtaining logo and ad copy that pertain to the benefit level.

## SPONSORSHIP REGISTRATION

Company  
Name

Address

City, State, Zip

Phone and Fax

Email

Website

Contact  
Person

Cell

Sponsorship Level	COST	Subtotal
Title ( One Available)	\$15000.00	
Gold Cash Sponsor or Equivilent	\$5000.00	
Silver Cash Sponsor or Equivilent	\$2500.00	
Bronze Cash Sponsor or Equivilent	\$1500.00	
Special Sponsorship Opportunities	COST	Subtotal
Dinner BBQ and Live Music Event	6000.00	
BBQ (2 available)	5000.00	
Pancake Breakfast	2500.00	
Trips	2000,00	
Tent (5 available)	1500.00	
Ice Cream Social	1500.00	
Hospitality	1500.00	
Bag Sponsor	1500.00	
Signage	1000.00	
Kids Games	1000.00	
Beverages (5 Available)	750.00	



<b>Exhibit Opportunities</b>	<b>COST</b>	<b>Subtotal</b>
Exhibit Only Booth Space 10x10	400.00	
Additional space 10x10	200.00	
Exhibit booth for qualifying Sponsor	\$0.00	
Additional Space for qualifying Sponsor	100.00	
<b>Other Promotional Opportunities</b>	<b>COST</b>	<b>Subtotal</b>
Bag stuffer	\$100.00	
Event Program advertisement Full page	400.00 or Product	
Event Program advertisement Half page	200.00 or product	
Event Program advertisement Quarter page	100.00 or product	
Door Prize Sponsor Only Product to be sent to posted address	XXXXXX	
	<b>TOTAL</b>	

**PAYMENT**                             Visa           Master Card           Check

**Credit Card#** \_\_\_\_\_

Exp Date \_\_\_\_/\_\_\_\_ Cardholders name\_\_\_\_\_

Card holders Signature\_\_\_\_\_

**You can scan and email this form to the above address or fax to 303-838-9111.**