

Chaos, panic & disorder...  
our work here has just begun

LIBR

ONGBALLRALLY

*2012 Sponsorship Levels*

# 2012 Long Ball Rally Sponsorship Levels

Sponsorship Level	Cost this year (per event) <sup>1</sup>	Size/placement/#of colors on shirts	Web presence	Social Media Frequency	eBlast mentions (w/option for sponsorship message)	Registration Bags (one color)	Flyers
<b>Title</b> <i>(Limited to one per season)</i>	\$4,800 (\$600.00)	6" Top dead center back, 2 color	Platinum + footer logo placement	Weekly targeted mention	Every message	Rear Largest Logo	Front Side Logo
<b>Platinum</b>	\$2,400 (\$300.00)	N/A	Gold w/ 5x banner frequency	Weekly targeted mention	Min 10	Rear Hierarchical	Rear Large Logo
<b>Gold</b>	\$1,600 (\$200.00)	N/A	Silver + banner ad rotation	Bi-weekly targeted mention	Min 5	Rear Hierarchical	Rear Medium Logo
<b>Silver</b>	\$800 (\$100.00)	N/A	Bronze + Homepage Listing	Bi-weekly mention	Min 3	Rear Hierarchical	Rear Small Logo
<b>Bronze</b>	\$400 (\$50.00)	N/A	Sponsor Page Listing	Monthly mention	Min 1	Rear Hierarchical	Text Only
<b>Goodie Bag<sup>2</sup></b>	\$120 (\$15.00)	N/A	N/A	N/A	N/A	N/A	N/A
<b>Website Only</b>	\$200 (\$25)	N/A	Banner ad rotation	N/A	N/A	N/A	N/A
<b>Audience</b>		Rally participants & attendees, + people at the events/shows (+re-wearing)	Automotive enthusiasts worldwide	Automotive enthusiasts worldwide	Rally attendees & enthusiasts	Rally participants & attendees, and people at the events/shows	Distributed to Midwest shops, clubs, & events <sup>3</sup>

<sup>1</sup> LBR is currently planning for the following events in 2012: **rallyWERKS** (euowerks, Minneapolis, MN), **dashTOtheBASH** (German Auto Bash in Columbus, OH), **rallyTOtheVALLEY** (Dubs In The Valley, Oshkosh, WI), **scootinTOScooters** (Scooter's GTG, Hubertus, WI), **Long Ball Rally #7** (H2Oi, Ocean City, MD), **SoWoSHUFFLE** (SoWo, Helena, GA), **bombTHERunway** (Euro Hangar, Holland, MI) and **dragonRUN** (Wookies In The Woods, Robbinsville, NC). *Event schedule subject to change.*

<sup>2</sup> Any company schwag that the sponsor would like to include in the registration packets.

<sup>3</sup> LBR event flyers will be placed in the registration packets of every show we organize a rally to.