



The Great American Jeep Rally  
For Charity since 2001



# Sponsorship Information

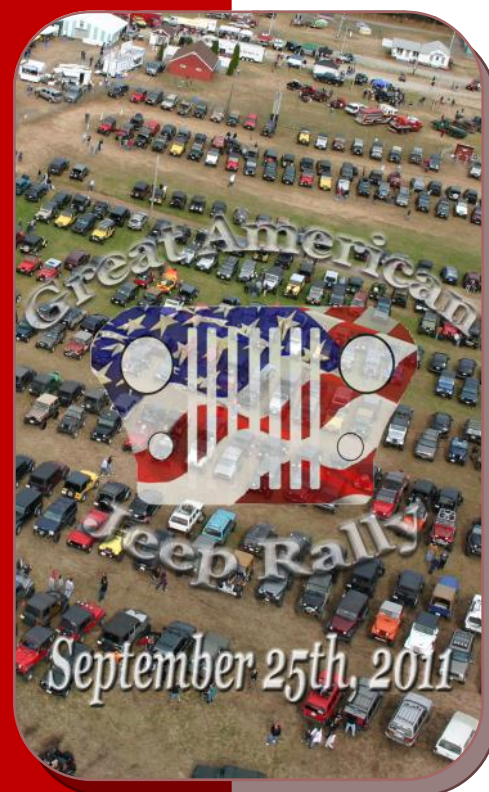
Dear Potential Sponsor or Vendor,

Since 2001 the Great American Jeep Rally (GAJR) has been a Jeep only event hosting Jeep enthusiasts from all over. As a not-for-profit organization, we have donated all of our proceeds to various charities - at least two per year! While many things have changed over the past 10 years one thing has not – our mission: we are all about having good clean family fun with our Jeeps all while doing something for a great cause!

Since this is our sponsor letter let us get right to the point. We need your help! In order to donate the maximum amount to our charities the Rally has always operated within a small budget - that's where you come in. We have put together various options for you to join us in our cause; you can purchase a vendor spot-giving you a physical presence at the show, donate a raffle item that allows our guests to see what you have to offer, or sign up for a sponsorship. In return, we promote your company through various advertisements leading up to the show and also at the show. You reach your target audience, you WIN! We make money for charity, they WIN! That makes us happy! So we WIN!

As I said there are several ways you and your company can help. On the reverse side is additional information and included in this packet is a spreadsheet that will assist you in placing your order. Look it over and if you need more info feel free to shoot us an email or give us a call. We really do want our sponsors and vendors to get their maximum benefits out of the Rally so we'd love to talk to you and answer any questions or concerns you may have. Please also visit our website ([www.JeepRally.org](http://www.JeepRally.org)) for a lot more information than I've given here. You can find us on Facebook and Twitter too.

Thank You!!!



### Rally Contact Information

- |              |  |                |   |
|--------------|--|----------------|---|
| Josh Schwalb | <a href="mailto:josh@jeeprally.org">josh@jeeprally.org</a>   | (603) 365-9842 | Josh handles all "Sponsorships" Call to customize a sponsorship package to suite your       |
| Scott Daigle | <a href="mailto:scott@jeeprally.org">scott@jeeprally.org</a> | (508) 730-1822 | Scott handles all the PR and is also the treasurer. Send him the logo's for use on the web- |
| Mark Fisher  | <a href="mailto:mark@jeeprally.org">mark@jeeprally.org</a>   | (978) 835-5291 | Mark is the Raffle coordinator. Interested in donating raffle items, Mark is your man.      |

Regular Mailing address:  
GAJR  
PO BOX 362  
Somerset, MA 02726-2938

Shipping address for packages:  
GAJR c/o Scott Daigle  
142 Chatterton Ave  
Somerset, MA 02726

## What is the Great American Jeep Rally?

- Organized in 2001 as a fundraiser supporting non-profit organizations.
- Spectator participation has grown from 200 Jeeps in 2001 to over 740 jeeps in 2010, this count does not include the over 200 non-jeep vehicles parking in our other lot!
- Spectators come from all over New England and New York
- Our constantly growing list of activities includes; a rock garden ranging from stocker to difficult, RTI ramps, helicopter rides, RC Rock Garden, Trophy awards and more.
- Spectators are given goodie bags that include GAJR information including information about our charities, as well as samples, stickers, flyers, etc from our vendors and sponsors.
- It's a way for jeep enthusiasts to get together, show off their jeeps, get ideas from each other and enjoy the day!

## As a Vendor or Sponsor what you may want to know....

- We have had a steady vendor and sponsor base. Check out our website to see a list of all past vendors and sponsors.
- We take you with us through-out the year! As we promote the Rally at various New England Events your logo is attached to our information board. We let our spectators know you are going to be there, that you are donating items or that you are one of our sponsors, promoting you as well as GAJR.
- We hang your banners at the Rally! If you have a banner you'd like us to put up we will hang it at our rally booth or other prominent location on the fairgrounds.
- We send out newsletters throughout the year announcing new vendors and sponsors as they come in. You will also be included in the vendor and sponsor list that is in every newsletter.
- We are on Facebook and are always updating it with new vendors and sponsors.
- NEW! We will be selling shirts at the Rally again; we now offer you the opportunity to list your name on the back of our GAJR shirts.

## Our Charities

- Over the years we have contributed to various organizations, every year we choose at least two charities.
- The Northeast Association of 4 Wheel Drive Clubs (NEA) is always one of our chosen organizations. The NEA's mission: "To protect and promote environmentally responsible off-highway vehicle recreation, while maintaining a harmonious relationship between OHV enthusiasts and landowners. To support and educate Local, State and National agencies in the preservation of OHV recreation." Additional information on the NEA can be found at [www.nea4wd.org](http://www.nea4wd.org).
- A few of the other organizations that we have given to: Canines for Kids, Mass Veterans, American Wolf Foundation, Ellington Volunteer Fire Department, Broad Brook CT Fire Department (Junior Division).

## IAN JOHNSON!

- For the past two years Ian Johnson of Xtreme 4X4 has been to our rally signing autographs and chatting with spectators and plans on coming back for 2011.
- We raffle off an Ian Johnson Trail Ride that takes place the day after the rally and currently have sponsorships open that allow you to join us on the run.
- Ian does an article for Crawl Magazine each year following the Trail Ride. This past year he also had Heavy Metal Concepts come to the Rally and Trail day to take photos and video. The video will be released on the Crawl website in the next couple of months. Contact us for more information.



Vendor Space		Cost
20x25		\$100.00
20x35		\$150.00
20x45		\$200.00
Electric	Per 20amp outlet	\$20.00

Qty Of Raffle Item(s)	Description of Raffle Item	Retail Value of item

Cash Donation		Value

Business Name	Exact Name to be Written on Shirt (22char. Max line)	Value Each Name
On 10th Anniversary Shirt Donation		\$150.00
		\$150.00
		\$150.00

**Total Value** 

**Total Value** shown will place you into one of the following categories.

<b>LIBERTY</b>	Business card size program ad, Listed in sponsor section of the program, special mention during the Rally.	\$100.00
<b>WILLYS</b>	Everything in the above packages plus link to your website on the Rally website.	\$250.00
<b>WRANGLER</b>	Everything in the above packages plus program ad upgrade to quarter page, recognition on all promotional materials.	\$500.00
<b>CHEROKEE</b>	Everything in the above packages plus program ad upgrade to half page, table top display space during the Rally.	\$750.00
<b>RUBICON</b>	Everything in the above packages plus program ad upgrade to full page, your ad on the Rally website, vendor space at the Rally.	\$1,000.00
<b>UNLIMITED</b>	The Unlimited Sponsor package is a cash only, customizable package. Cash helps us defer our expenses leading up to the Rally. Please call us to design a package that will suite your needs.	CASH ONLY \$1000.00