



The Great American Jeep Rally

For Charity since 2001, registered non-profit.

2018 Sponsorship Information

Dear Potential Sponsor or Vendor,

Thank you for taking the time to find out more about becoming a sponsor of the 2018 Great American Jeep Rally. We want to provide you with some information about what the Great American Jeep Rally is and how supporting us is not only a benefit to you, but also the organizations we donate all of the proceeds to.

The first Great American Jeep Rally (GAJR) was held in 2001 and was meant to be a simple gathering of Jeep enthusiasts. Since then we have grown to be an event that not only draws people from all over New England and beyond, but also a must attend event for thousands of people!

The 16th Annual Jeep Rally will be held at Valley Truck and Offroad, 43 Lower Butcher Rd, Ellington CT, again this year. The date for the Great American Jeep Rally is Saturday September 15th, 9am to 4pm .

Let me get to the main point of this letter. We need companies and organizations such as yourself in order to make the Jeep Rally continue to be the event that everyone loves to come to. So how can you help? Well there are several ways: You can be a vendor at the event, You can donate to our raffle, You can be a cash sponsor and, you can sponsor one of the aspects of the Rally. The areas available for sponsorship are the "show and shine" (there isn't too many Jeeps that stay shiny for long however), you can also sponsor the rock courses; the mud trench and the obstacle course that was introduced and well received by our participants.

Please feel free to contact us if you have any questions at all or check out our website (www.JeepRally.org) you can also find us on Facebook and Twitter.

Rally Contact Information

Jen Schwalb	Jen@jeeprally.org	(603) 455-3806
Josh Schwalb	Josh@jeeprally.org	(603) 365-9842

Mailing address:
Great American Charitable Events
13 First NH TrnPk
Northwood NH 03261

What is the Great American Jeep Rally?

- We are a registered 501c3 organization.
- Spectators have grown from 200 Jeeps in 2001 to over 1,300 in 2017.
- Spectators come from all over New England, New York, New Jersey, Canada and beyond.
- Spectators are able to enjoy our rock garden (built for stock to wild), mud trench, RTI ramps, Obstacle Course, “show and shine” and much more! We also offer sponsorships for those activities to help get your company noticed.
- Every Jeep that comes through the gate is given goodie bags that include information on the Rally, our beneficiaries and anything else you would like to include. We love getting goodie items from our sponsors. So we would be happy to include anything you wish to send us.
- Most importantly, it is a day for Jeepers to get together and celebrate what being a “Jeep” is.

Advantage for you to be a vendor or sponsor

- When we go to events throughout the country you come with us! Not only are you shown in your promotional digital slide show, we also talk about you and let spectators know how much you have been a factor in making the Jeep Rally a success.
- If you sponsor one of the activities of the Rally we promote you strongly in that area.
- We send out newsletters throughout the year where we mention our vendors and sponsors.
- Our Facebook page is constantly updated with new information about who our sponsors are and who the spectators can see in vendor row. We have over 5,300 fans now and it is always growing.
- Our Rally t-shirts have been a huge success the last couple of years so we will be doing them again. We do limit the number of vendors we have on the shirt so this is an opportunity that will most likely go quickly. We will also be redesigning the front of the shirt again this year so everyone that has purchased prior years will want to buy their 2018 shirt too.

Our Charities

- The Great American Jeep Rally believes in giving back to the Men and Woman of the military, so each year the majority of our charitable donations go to a Military or Veterans Charity. Some charities that we have given to are: Mass Veterans, Homes for Heroes; The Fisher House; Homes for our Troops
- In 2014 The Evelyn Howe Memorial Fund, was created by The Great American Jeep Rally and it's volunteers to honor a friend who lost her life while trying to save the life of someone else. This Memorial Fund will carry on her giving nature by giving scholarships and working to help charities and other non-profits in her name.
- A few of the other organizations we have given to in the past: Helping Hands: Monkey Helpers for the Disabled, Canines for Kids, American Wolf Foundation, Ellington Volunteer Fire Dept, Broad Brook CT Fire Dept (Jr Division), Somers Volunteer Fire Dept., Wheeling for the Lost; The Service Dog Project.

As always please feel free to contact us if you have any questions at all.

Thank you



2018 Great American Jeep Rally SPONSORSHIP FORM

NOTICE: CHECKS MUST BE PAYABLE TO GREAT AMERICAN CHARITABLE EVENTS (GACE)

COMPANY INFORMATION

Company Name:

Contact Person:

Phone:

Company address:

City:

State:

ZIP Code:

Contact Email:

Job Title:

BOOTH SPACE: CHECK ONE BOX -- COST OF BOOTH SPACE CAN BE PAID FOR IN RAFFLE ITEMS OF EQUAL RETAIL VALUE LIST IN SPACE BELOW

25' X 20' \$100
 25' X 30' \$150
 25' X 40' \$200
 Custom Space call us....

Any Special Needs for Your Space:

SPECIAL SPONSORSHIP AREAS: PLEASE CHECK IF INTERESTED, ***PLEASE DO NOT SEND SPECIAL AREA SPONSORSHIP AREA MONEY UNTIL WE CONFIRM WITH YOU***

Rock Pile. Banners, provided by you, will be hung around the pile & will be promoted as "Rock Pile sponsored by..." \$300

Mud Trench. Banners, provided by you, will be hung around the trench area & will be promoted as "Mud Trench" sponsored by..." \$300

Obstacle Course. Banners, provided by you, will be hung around the course & will be promoted as "Obstacle Course" sponsored by" \$300

Show & Shine. Banners, provided by you, will be hung in the picture area & will be promoted as "Show & Shine sponsored by..." \$300

RAFFLE ITEMS. PLEASE LIST ANY ITEMS YOU WILL BE DONATING. IF UNKNOWN AT THIS TIME PLEASE ENTER EXPECTED RETAIL VALUE OF ITEM(S) THAT WILL BE DONATED.

Item description:

Retail Value:

Item description:

Retail Value:

Item description:

Retail Value:

Item description:

Retail Value:

T-SHIRT SPONSORSHIP. LOGOS WILL BE SINGLE COLOR, COLOR WILL BE SELECTED BASED ON SHIRT COLOR

Email logo to Josh@JeepRally.org png file preferred



\$150 logo

CASH DONATIONS

Amount:

SPONSORSHIP LEVELS: DONATION TOTAL IS MADE UP OF EVERYTHING BEING CONTRIBUTED, BOOTH COST, SPECIAL AREA SPONSORSHIP, RAFFLE ITEM(S), AND T-SHIRT SPONSORSHIP.

Level	Benefits	Donation Amount Needed
Wagoneer	Logo on Jeep Rally website, approx.. 100x100	\$50
Liberty	Logo on Jeep Rally website, approx. 150x150. Text ad in Jeep Rally day program	\$100
Willys	Logo on Jeep Rally website, approx. 200x200. Business card size ad in Jeep Rally day program	\$250
Wrangler	Logo on Jeep Rally website, approx. 250x250 Quarter page size ad in Jeep Rally day program.	\$500
Cherokee	Logo on Jeep Rally website, approx. 300x300. Half page size ad in Jeep Rally day program.	\$750
Rubicon	Banner size logo on Jeep Rally website. Full page ad in Jeep Rally day program.	\$1,000
Unlimited	Customized package for our cash sponsors.	CASH ONLY

EMAIL LOGO TO JOSH@JEEPRALLY.ORG PNG FILE PREFERRED FOR USE ON WEBSITE AND PROGRAM

Email completed form to Jen@jeeprally.org or mail to Great American Charitable Events
13 First NH Trnpk, Northwood, NH 03261

*****NOTICE: CHECKS MUST BE MADE PAYABLE TO Great American Charitable Events (GACE)*****

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