

## 2010 Colorado Outdoor Expo – Sponsorship Levels

- **Bag Sponsor (10 Available)**
  - Provide bags for event and/or include promotional materials in event bags.
  - One 10'x10' booth spaces at show.
  - 1 table with linen, 2 chairs.
  - **Investment \$500.**
  
- **Outdoor Activity Sponsorship (AVAILABLE: Fly Casting, Off Road, ATV, Dog Training, Rock Climbing, ??)**
  - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
  - Sponsor recognition in all promotional announcements at show.
  - Banner placement at activity area.
  - 500 square feet of outside bulk space + large demonstration area.
  - 2 tables with linen, 4 chairs.
  - First rights of refusal for future shows.
  - **Investment \$1,000.**
  
- **Indoor Activity Sponsorship AVAILABLE: ( ??)**
  - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
  - Sponsor recognition in promotional announcements at show.
  - Banner placement at activity area.
  - Two 10'x10' booth spaces at show plus exhibit area TBD
  - Two tables with linen, 4 chairs.
  - First rights of refusal for future shows.
  - **Investment \$1,000.**
  
- **Auto, Boat & RV Sponsorships AVAILABLE: Auto, RV, Boat**
  - Logo and/or company name included on all print and website, with rotating mentions on radio and other media (TBD-Television).
  - Sponsor recognition in all promotional announcements at show.
  - Banner placement at show.
  - 500 square feet Interior and/or Exterior Bulk Space.
  - 2 tables with linen, 4 chairs.
  - First rights of refusal for future shows.
  - **Investment \$2,000.**
  
- **Presenting Sponsorship**
  - Exclusive Presenting sponsor listed in all marketing.
  - Logo and/or company name included on all print, website, radio and other media (TBD-Television).
  - Sponsor recognition in all promotional announcements at show.
  - Banner placement at show.
  - 1000 square foot prime exhibitor space located inside the expo hall (40'x50').
  - Up to 5 tables with linen, 10 chairs.
  - Option to participate in Ticket Promotion
  - First rights of refusal for future shows.
  - Electricity included.
  - **Investment \$3,000.**

*-Sponsorships are based on a net cost basis. Discounts are not valid on sponsorships.*

### **-PARTIAL TRADE AVAILABLE FOR PRIZE GIVEAWAYS**

*-Sponsor participation in the Colorado Outdoor Expo requires a 25% deposit when the contract is signed.*

*-Payment must be made in full by May 15, 2010.*

*-Colorado Outdoor Expo will be assuming cost of all print marketing, advertising and promotional costs.*

*-Sponsors will be asked to submit print quality logos for use in all appropriate marketing materials, as well as corporate information and background material for use in our public relations campaign.*