



2018 WINGS & WHEELS SPONSORSHIP

Saturday, June 2nd 2018

Sponsor Packet

Rotary
Club of Rochester NH



LOOKING FOR THE OPPORTUNITY TO BECOME
PART OF ONE OF THE BIGGEST LOCAL EVENTS
OF THE YEAR?

CONSIDER A WINGS & WHEELS SPONSORSHIP!



2018 Wings & Wheels Sponsorship: Making a Difference

AND HAVING FUN WHILE DOING IT!



Since inception in 2012, Wings & Wheels is a fun event for the whole family, welcoming over 5,500 residents and visitors annually.

Guest admission is a donation to Rochester Rotary Charities and families enjoy aviation adventures, a car & motorcycle show, crafts, exhibits, music, and concessions with all proceeds benefiting local charitable and nonprofit organizations, including food pantries, housing coalitions, scholarships, and support of youth & senior groups.

Sponsoring the Wings & Wheels provides companies and individuals the unique opportunity to:

- connect with the local community
- build brand awareness
- show investors and employees your dedication to our community and region.

We have a sponsor level for every budget. All of our sponsorship levels include a booth registration, so you can join in the festivities and have a company presence at the event.

Program ads are included in the top three sponsorship levels or available a la carte for those businesses seeking a local advertising opportunity.

All the activities take place at:

Skyhaven Airport, 238 Rochester Hill Road

Rochester, NH 03867

Saturday, June 2, 2018

10 AM – 2 PM

SPONSORSHIP LEVELS – EVENT, ACTIVITY & PROGRAM ADVERTISING

EVENT	
<p>Diamond: \$5,000</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo – Premium Placement on TV commercial; spotlighted on home page of event website, displayed on internal pages of event website; on event documents, signage, and marketing materials; front page placement on programs; and on event banner at the venue <input type="checkbox"/> 1/2 page ad in program; mentioned first on social media and press releases; <input type="checkbox"/> Premium vendor booth location <input type="checkbox"/> Opportunity to distribute printed marketing materials, promotional items, or other advertising media to all guests entering the front gate for the event <input type="checkbox"/> Materials to be provided by sponsor for distribution by the event volunteers 	<p>Platinum: \$2,500</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: on home page of event website, displayed on internal pages of event website; on event documents, signage, and marketing materials; on front of event programs; and on event banner at the venue; <input type="checkbox"/> 1/4 page ad in program; mentioned second on social media and press releases; <input type="checkbox"/> Premium vendor booth location
<p>Gold: \$1,000</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: displayed on internal pages of event website; on event marketing materials; on front of event programs; <input type="checkbox"/> 1/8 page ad in program; mentioned in social media coverage and press releases <input type="checkbox"/> Vendor booth registration 	<p>Silver: \$500</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: displayed on internal pages of event website; displayed on event marketing materials; on front of event programs; <input type="checkbox"/> Vendor booth registration
<p>Friend: \$100</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name: listed on back of the event programs <input type="checkbox"/> Vendor booth registration 	
ACTIVITY	
<p>Car Show, \$250</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: listed on Car Show page of website; displayed on signage at Car Show registration table/voting booth; <input type="checkbox"/> name listed in program and on winner's certificate; <input type="checkbox"/> vendor booth registration 	<p>Motorcycle Show: \$250</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: listed on Motorcycle Show page of website; displayed on signage at Motorcycle Show registration table/voting booth; <input type="checkbox"/> Name listed in program and on winner's certificate; <input type="checkbox"/> Vendor booth registration
<p>Entertainment/Shows: \$200</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: listed on the Entertainment/Shows section of the website <input type="checkbox"/> Displayed on signage at Show Arena & Name listed in program <input type="checkbox"/> Vendor booth registration 	<p>Kidz Zone: \$200</p> <ul style="list-style-type: none"> <input type="checkbox"/> Sponsor Name/Logo: listed on Kidz Zone page of website; <input type="checkbox"/> Displayed on signage at Kidz Zone Area; name listed in program; <input type="checkbox"/> Vendor booth registration

PROGRAM ADVERTISING

Large Ad, 1/2 Page	\$400
Medium Ad, 1/4 Page	\$200
Small Ad, 1/8 Page	\$100



MEDIA REACH

Wings & Wheels provides wide exposure through a variety of media outlets and marketing channels.

Television & Radio Advertising	30 sec TV commercial, 5A -12M for 2 week run. 16 spots/wk on each of the following channels: CNN, A & E, History, Travel, ESPN 2, Family, SyFy, Discovery, Spike, NESN, NENC, WMEX radio spots & live broadcast
Online/Social Media:	Website, Facebook Postings & Ads; Twitter; Instagram; LinkedIn 25 Community Calendars (Statewide NH, Southern Maine, & Northern MA)
Press Releases	Seacoast Media Group - Foster's Daily Democrat, Portsmouth Herald, Rochester Times, Exeter News-Letter, Hampton Union, York Weekly, Edge Magazine; Manchester Union Leader/NH Sunday News, Laconia Citizen, Laconia Daily Sun, Concord Monitor, Hippo Press, Nashua Telegraph Salmon Press Media (includes 11 publications)
Emails	Message Blasts to a list of approximately 12,000 subscribers, including Rochester Rotary, Rochester Main Street, and Greater Rochester Chamber of Commerce
Signage & Banners	Two Large Banners on Wakefield St, Rochester
Event Signage	Banners, DPW Traffic Signs, Municipal signage, Volunteer T-shirts for Diamond, Platinum, Gold, and Silver level sponsors the day of the event.
Posters& Postcards	250 posters & 1000 postcards distributed locally (Seacoast, Lakes Region & Southern Maine)

SPONSORSHIP FORM

Please fill out the contact form and select your sponsorship package.

Send forms to: Michelle Mears, Wings & Wheels Co-Chair, Michelle.Mears@RochesterNH.net
 Or: The Rotary Club of Rochester, New Hampshire, PO Box 779, Rochester, NH 03866-0779
 Phone: (603) 534-8987

Company Name	
Contact Person	
Email	
Phone	
Address	
City/State/Zip Code	

EVENT SPONSOR		
Diamond Sponsor	\$5,000	
Platinum Sponsor	\$2,500	
Gold Sponsor	\$1,000	
Silver Sponsor	\$500	
Bronze Sponsor	\$100	
ACTIVITY SPONSOR		
Motorcycle Show	\$250	
Entertainment	\$200	
Kidz Zone	\$200	
PROGRAM ADVERTISING		
Large, 1/2 Page	\$400	
Medium, 1/4 Page	\$200	
Small, 1/8 Page	\$100	

SPONSORSHIP TOTAL	
Total Cost	\$
Date	
PAYMENT INFORMATION	
Invoice or	
Check (Payable to Rochester Rotary)	
SIGNATURE	

Thank you for your support of Wings & Wheels!

We look forward to following up with you the event specifics shortly.

Please send your high resolution color and B&W logos, (Vector preferred) to: Michelle.Mears@RochesterNH.net