

4th Annual
SAN DIEGO

Touch A Truck



Sponsorship Opportunities

Prepared For
You!

Benefiting Kids Fighting Cancer



Overview

- In only its third year, Touch A Truck San Diego has become the 2nd largest “car show for kids” in the country and is poised to become #1 in 2012.
- Over 4,600 people attended the 3rd Annual event in June 2011.
- The family-focused festival atmosphere lends itself to interactive, face-to-face communication with guests.
- 49% of tickets sales in 2011 were sold online.



The following pages outline promotional, interactive and hands-on Marketing opportunities proven to produce results through sponsorship of Touch A Truck San Diego.



Sticky Promotion

- Social media (Facebook, Twitter)
- Word of Mouth (playgroups, Meetup.com)
- Community print/online
- Local broadcast (Clear Channel, FM94.9, Fox, KUSI)
- Community notices/bulletin boards



Sponsorship Overview

- Customized programs are available to sponsors that will allow direct access to this elusive and active audience. Touch A Truck San Diego offers turnkey, maximum impact marketing opportunities:
 - Inclusion in pre-event, day-of and post-event marketing
 - Full Integration into registration process via website, e-newsletters and other media
 - On-site presence via signage, booth space and interactive displays
 - Brand ambassadors and sampling opportunities



Levels of Sponsorship

- Presenting \$20,000
 - 100 entry tickets
 - All of the Platinum benefits plus
 - Full Integration into registration process via website, e-newsletters and other media
 - Opportunity to speak at event
 - 10x20 booth or interactive display
 - Signage on registration tent(s) and event stages
 - Special company name/logo placement on all volunteer, exhibitor and event tees
- Platinum \$10,000
 - 40 entry tickets
 - All of the Gold benefits plus
 - Opportunity to distribute promotional materials
 - Live verbal acknowledgements by event MC
 - Listing on Vehicle Display signage throughout event
- Gold Sponsor \$2,500
 - 20 entry tickets
 - All of the Silver benefits plus
 - Sponsor message integrated into event guide/map that is distributed to all attendees
 - Enhanced company name/logo placement on all volunteer, exhibitor and event tees
- Silver Sponsor \$1,000
 - 10 entry tickets
 - Recognition on Touch A Truck San Diego website
 - Listing on Sponsor banners day of event
 - Company name/logo on volunteer, exhibitor and event tees



Thank you!

Questions?

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