

Sponsorship Information

John A. Ayello fallen officer memorial Motorcycle Rally

We rely on our sponsorships to cover the costs of putting on the bike rally. Our costs include insurance, electricity, garbage, toilet service, police services, city inspection fees, and advertising. We appreciate the time and financial donations that make the rally possible.

We provide your business with an ideal opportunity to market your company & products at John A. Ayello fallen officer memorial Motorcycle Rally one of the State's Largest One-day Ride-in rally events.

- A full turn-key event with a high-attendance and publicity.
- Attendance average of 200 riders.
- Marketing demographics that reach your targeted audience:
Median Income \$81,000 - Median Age 43 - 2006 purchasers of BMW, source: BMW
- Media coverage opportunities in local print, TV, radio, and regional motorcycle magazines.
- WWW high visibility web presence. Our website has just been running. Sponsor names remain on site for a minimum of 3 years.
- All day during the show, we promote our sponsors, downtown businesses, and community charities with PA announcements, flyers, and sound-bite commercials.

2009 Sponsor Packages

1	Chrome - \$1000 Donation Large logo on T-shirt Name on flyers 10 spots your broadcast quality sound bite commercial during show Vendor space 2-30x20 Banner space Name on our website with link to your website	3	Bronze – 10% sales proceeds Donation to PPCA Name on flyers 5 P/A announcements during show Vendor space 1-10x10 Name on our website with link to your website
2	Diamond Plate - \$500 Donation Name on flyers 10 P/A announcements during show Vendor space 1 - 20x20 Banner space Name on our website with link to your website	4	Basic – 5% sales proceeds Donation to PPCA 2 P/A announcements during show Vendor space 1-10x10 Banner space Name on our website with link to your website

A-la-Carte
1 PA announcement, \$10
Name on our website, \$50 one-time fee
Donations and gifts for door prizes are also welcome.

Door prizes need.

Our Sponsors have their company name displayed on a banner at the Rally location Fernwood Camp (Rally Site) and receive "early-bird" advertising. Each sponsorship includes at a minimum:

- Sponsor. Payment is due only in the current year. (That is, we don't bill the second year until the second year.)

Our Premier Sponsors receive equal promotional consideration with PPCA Rally. Each Premier sponsorship includes at a minimum:

- Sponsor name on the FRONT of the t-shirt.
- Sponsor name on staff t-shirts. Staff t-shirts do not include any other sponsor levels.
- Sponsor name in all print advertising and press releases.
- Early-bird advertising for the following year. Premier Sponsors are always listed on the first set of flyers for the following year, before any new or renewing sponsor names are listed.
- Additional promotional consideration, including PA announcements and vendor space to fit your needs.
- Maximum of 4 Premier Sponsorships available each year.

Vendor Registration Form for August 29th, 2009 Type or print legibly.

Your Name:			
Company Name:			
Mailing Address:			
City, State:		ZIPCODE:	
Phone: Day:		Evening	

Vendor Application Form

How many spaces?	Spaces are 10x10 All spaces are outside.	Type of	
	Price per space:	Merchandise:	
Proceed sales: x	10% Proceed sales Pre-registration 5% Proceed sales Pre-Registration	Comments, Special requests:	
\$	Total enclosed		
Do you need electricity?			
Do you have parking needs? Car, truck, RV, bus, trailer, etc???			
Your 10x10 space does not include room for your vehicle. Vendor vehicles must park in designated areas only.			

Please follow instructions and procedures when applying for vendor space. When we receive your completed application, a confirmation will be mailed.

⌘ Sponsorship Packages Available ⌘

Let us promote your business as a Bike Rally Sponsor.

2009 Registration and Vendor Rules

**Call us if you have a question. Leave a detailed message at
610-470-8897.**

**Registration deadlines: NO Exceptions.
07/10/2009**

You will receive Vendor Confirmation Letter.

**Charity raffles must comply with State of Pennsylvania
Gambling regulations.**

**Vendors are required to comply with City of Hazelton
regulations and shall be open for business during posted hours
of the Rally.**

**Vendors may set up from 6 am until 8 am. A vendor vehicle
access pass is required, and one will be sent with your
confirmation. Trailers, fifth-wheels, buses, motor homes, etc.
require prior notice to PPCA.**

**Food vendors need a Pennsylvania County Health permit and
fire extinguishers.**

Generator use or cooking requires fire extinguishers.

