



# 2010 Southeastern Truck Nationals

## Sponsorship Proposal

The Southeastern Truck Nationals is a truck show that is a volunteer-driven event sanctioned by the Tennessee Classic Truck Club. This is the only ALL truck/ALL years show in the Southeastern United States. All proceeds from this fun, high-energy truck show benefit the White House Police and Fire Explorer programs.

We will be holding this year's event at the White House City Park on Saturday, July 17<sup>th</sup>. Events planned include a number of "Best of" awards, swap meet, and a vendor's area that we hope you choose to be a part of. The 2010 Southeastern Truck Nationals will attract participants from all over the southeastern part of the United States.

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# Club Members and Points of Contact

Name	Position	Email	Phone	Address
Bryan Ashley	Promoter	redroadster72@gmail.com	(615) 456-2784	3759 Pleasant Grove Road, White House, TN 37188
Craig Coats	Administrator	luv2xclr8@gmail.com	(731) 217-5317	
David Wood	Administrator	dwood@acs.ac	(865) 992-4994	

## Mailing Address

Southeastern Truck Nationals  
3759 Pleasant Grove Rd.  
White House, TN 37188

# Event Goals

Provide sponsors with the best marketing value by maximizing their exposure through and minimizing their costs. This will be accomplished through some of the following (based on level of sponsorship):

- 10,000 Printed Flyers distributed throughout all the shows in the Southeast leading up to the show
- Web Banner on [tnctc.com](http://tnctc.com) and [southeasttrucknats.com](http://southeasttrucknats.com) and other enthusiast forums
- Advertising on Event T-Shirt

Provide event spectators with a safe and enjoyable truck show. This will be accomplished by the following:

- Showcase the nicest trucks and SUV's in the Southeast
- Provide music via the PA System
- Maintain show security at all times
- Hold an entirely alcohol-free event with a strictly enforced zero-tolerance policy

# Registration Fees

Registration fees comprise a significant source of funds for our show. It is through the generous participation of our car owners that we have a successful show each year.

- \$20 event registration for each vehicle prior to July 10<sup>th</sup>
- \$25 event registration for each vehicle after July 10<sup>th</sup> up to day of show

# Sponsorship

Southeastern Truck Nationals would like your company to be involved with our show, and we provide you with flexible options on just how to do that. Whether you choose to be a full event sponsor, a vendor at the show, or a sponsor of one of the "Best of" awards. These packages are designed to maximize your exposure and increase your potential for gaining new customers.

Please, review the following supporting packages and choose the option best suited for your company.

# Advantages

There are many advantages to choosing this versus other forms of advertising. These advantages will vary, based on the option you choose, but here are some examples of benefits you could realize by supporting this event:

- Direct contact with your target audience in an environment where they are motivated to learn about and purchase your products or services.
- Excellent community relations opportunity
- The ability to quickly and effectively market new products to your customers and allow them the ability to get "hands-on" with not only your products but with your employees. This type of one on one contact builds a relationship between your potential customers and your staff that provides a sense of comfort and confidence in your company and its goods.
- Your logo and Company's information will be in the show goodie bag that will also be provided with your sponsorship.
- Your logo will be printed on the official show t-shirts, as well as print and electronic (internet) media.

# Sponsorship Levels

## Full Show Sponsorship

- Cost is \$250
- Will include vendor spot if you choose to set up at the show
- Your logo on the official show T-Shirt
- Your logo on the printed fliers, website of the show, website of the promoter, and inside the goodie bag
- **\*Deadline for FIRST batch of color fliers is February 12<sup>th</sup>**

## Vendor Sponsorship

- Cost is \$100
- This will secure you a location at the show to sell your company's products

## Award Sponsorship

- Cost is \$50
- Allows you to sponsor one of the "Best of" awards given to one of our registered participants

# Charity Information

- The White House Police and Fire Explorer posts help youth to gain insight into a variety of programs that offer hands-on career activities for young men and women who are interested in careers in the field of emergency services. Exploring offers experimental learning with lots of fun-filled, hands-on activities that promote the growth and development of adolescent youth.