



## The Skinny on Sponsorships

Note: Interested sponsors should place a deposit as soon as possible to ensure placement in event advertisements.

### Key Facts and Numbers:

*The Thunderdrome!* had approximately 1,200 spectators and 96 riders at its first event, in October 2010. The event has since grown to 1450+ spectators and 112 riders at our April 2011 event and over 1600+ spectators and 126 riders at our September 2011 event.

*The Thunderdrome!* has an extremely active social media footprint of 1500+ followers. New content is published in a daily basis through all channels to activate new connections and spur responses from current ones.

*The Thunderdrome!* is committed to a hefty advertising campaign through print ads, 7,500 hand-distributed postcards, comprehensive Facebook and Google advertising and a word-of-mouth media campaign. Our current reach exists extensively throughout Detroit and the Midwest region and extends internationally through constant media coverage.

The main demographic for *The Thunderdrome!* is males between the age of 18-44, primarily residing in Michigan with 22% of all fans residing in Detroit proper. The majority of *The Thunderdrome!*'s attendees and social media followers are not typical motorsports fans: They're engaged because of the loose, party atmosphere, the revival of Detroit and the presence of a strong feeling of *communitas*.

### Rates:

#### **Basic Vendor Booth - \$99** (20 Available)

This level provides the space for one basic vendor tent or booth (maximum size 10x10).

#### **Advanced Vendor Booth - \$199** (10 Available)

This level provides the space for a vendor tent or booth (maximum size 20x20) and we will place up to three supplied (by the sponsor business) banners prominently on the grounds of the event. We will also print sponsor business name on our printed advertisements, flyers, website and related materials.

#### **Potty Sponsor - \$500** (1 Available)

Sponsor's logo and slogan will be displayed on signs provided by Thunderdrome! and placed on the sides of the porta-potties, saying "Provided by [sponsor business name]".

#### **Credential and ID Sponsor - \$1,500** (1 Available) *\*\*contingent on participation of Power Sponsor\*\* (See below.)*

This level provides the space for a vendor tent or booth (10'x10') and Thunderdrome will place four supplied banners prominently displayed on the grounds. We print sponsor business name on our printed advertisements, flyers, website and related materials. We print name/logo of sponsor business on event credentials, i.e., wristbands, badges for attendees and racers.

#### **Barertown! Swap Meet Sponsor - \$1,500** (1 Available)

At this level, a sponsor can hang up to five supplied banners above and around the swap meet area (see next item) and set up a tent or booth (10x10) in Barertown.

#### **Barertown! Swap Meet Vendor Pass - \$25** (50 Available)

This level provides the space at the event (maximum 5ft x 10ft). Vendors can't be a business, but rather individuals looking to sell mini-bikes, bicycles, mopeds, parts, etc. This is an area for community exchange and barter.

#### **Track Sponsor - \$2,500** (2 Available)

The Thunderdrome! velodrome will be surrounded by traffic barricades. In addition to being able to put up a vendor tent

or booth (10'x10') at the event and three banners throughout the event grounds, Track Sponsors will be able to display six banners on the barricades. We will also print sponsors' business names on our printed advertisements, flyers, website and related materials.

**Thunder Sponsor - \$4,500** (1 Available)

The Thunderdrome! velodrome will be surrounded by traffic barricades. In addition to being able to put up a vendor tent or booth (10'x10') at the event and three banners throughout the event grounds, a Thunder Sponsor will be able to display eight banners on the barricades. Thunder Sponsor choice of banner location on the barricades supersedes that of Track Sponsors. A Thunder Sponsor can send a representative to speak during the introduction of the event. We will also print the sponsor business name on our printed advertisements, flyers, website and related materials.

**Power Sponsor - \$15,000** (1 Available)

A lead sponsor will be able to hang multiple banners (we can negotiate details), and appear in all the ads, the website, handouts, credentials, and other communications with the words "The Thunderdrome! Powered by [sponsor name]" and the sponsor's logo. A Power Sponsor also would be able to prominently display banner advertising at the entrance gate for the event and have a representative introduce the event to the crowd at kickoff time.

*\* If a Power Sponsor signs on after another sponsor has agreed to the Credential and ID level, a \$1,500 credit will go toward the Credential Sponsor's participation, i.e., toward booths, banner displays or a higher sponsor level.*

## **In-Kind Sponsorships**

*The Thunderdrome!* is looking for in-kind sponsorships for prizes for classes (first, second, third places for both amateur and pro), snacks, soft drinks, sound system, stage for bands at afterparty, barricades to separate spectators from track, scaffolding/announcer booth, and Thunderdrome t-shirts.

**Please note:** Extra money left after expenses goes to rehabilitation of Dorais Park. With Thunderdrome now in its third year, a total of about \$12,000 has gone into the park, plus the labor of volunteers.

This money has gone toward unburying and removing 15 tons of sod that had overtaken the velodrome, replacing concrete sections of the track, removing garbage -- about 100 tires, car parts, dumped construction site waste and other junk people had illegally deposited in the park -- restoring the parking lot, and performing some community outreach activities.

But so far that has only stabilized Dorais. Power Sponsor money would help seed the launch of a non-profit conservancy with a mission to bring more comprehensive rehabilitation to Dorais. That would include, depending on funding, new fencing to make the park safer, safety barricades, a grandstand, more thorough repairs to the parking lot, repair of the soapbox derby hill, construction of bathrooms, and general maintenance.

A Power Sponsor would have first rights of refusal to become a full partner in a Dorais Park conservancy.

Dorais was a majestic facility in its prime. It can be again.