

# VRGA ROAD RALLY

## SATURDAY OCTOBER 17TH

A socially distanced scavenger hunt through Central Vermont to support VRGA programs

# SPONSORSHIP OPPORTUNITIES

IF YOU ARE INTERESTED IN A SPONSORSHIP,  
PLEASE REACH OUT TO [BRADY@VTRGA.ORG](mailto:BRADY@VTRGA.ORG)

### Victory Sponsor \$750

*(Grand prize sponsor)*  
Every Champion Deserves a Trophy. Ensure the winning racers walks away feeling like a million bucks by providing a "grand prize" for our first place finishers

- Sponsor will be providing a minimum of \$750 in gift cards to the winning team
- Team sizes vary, sponsor will be contacted the week following the rally to facilitate prize awards with winners.
- Minimum value: \$500

CLAIMED BY  
AGNE

### Second Place Winner Sponsor \$300

*Second place will feel like first when they see what you have waiting for them!*

- Sponsor will commit to providing a minimum of \$300 in gift cards to the second place team.
- Team sizes vary, sponsor will be contacted the week following the rally to facilitate prize awards with winners.
- Minimum value: \$300

### Third Place Winner Sponsor \$200

*Third place winner will still be a treat, especially with gifts from you!*

- Sponsor will be providing a minimum of \$200 in gift cards to the third place team
- Team sizes vary, sponsor will be contacted the week following the rally to facilitate prize awards with winners.
- Minimum value: \$200

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SCOTTS  
MIRACLE GROW

### Racing Fuel Sponsor \$1000 (logo'd water bottle)

*Keep Rally Racers fully fueled.*

- Place your logo on the road rally's reusable water bottle! A bottle will go in every "Refueling Kit"!
- Printed company insert placed into Road Rally "Refueling Kit". Printed promotional inserts must be provided to VRGA at least one week before the event.
- Logo on sign at registration welcome table and in promotional materials, eventbrite page, mention on facebook event page

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HANNAFORD

### Apex Sponsor \$2,000

*The Apex point is when the racer throttles up to exit a turn. With plenty of twists and turns on the way to any good event our premier sponsors, Apex, are going to be key to a strong finish for our racers!*

- Printed company insert placed into Road Rally "refueling kits" (Printed promotional inserts must be provided to VRGA at least one week before the event)
- 10 inch sponsor decal for all cars
- Logo on signage at registration welcome table
- Logo in special "Apex Sponsor" section of Pacenotes
- Company logo in promotional materials and on eventbrite page, company mention on facebook event page

### Livery Sponsor \$500, \$750, \$1000

*Is a race car really that different from a driving billboard? Not the way we're doing it...*

- 6", 10", 12" "slap on" decal to be placed on each car for the duration of the rally.
- Decals will be produced by a third party graphics company, sponsors will work directly with that company to ensure their decals are accurate and satisfactory. Decals must be delivered to VRGA no later than one week prior to the event.
- Company mention in promotional materials

### Bump and Run \$200 Banner sponsor

*(Logo banner at each store)*  
*Promote your business at each of the pit stops to participants by hanging a banner in the front of the store.*

*Show your support of VRGA, retail in Vermont, and get some recognition while doing so!*

- Banner to be displayed outside
- Business must provide banner
- Business must drop banner at store or VRGA office one week prior to the event.

### Track Sponsor \$1000

*Any great race starts with the track! Help us build the foundation.*

- Printed company insert placed into Road Rally "refueling kits" (Printed promotional inserts must be provided to VRGA at least one week before the event)
- \$100 discount on 6 inch "Livery Sponsor" package if combined with this package
- Logo on signage at registration welcome table, in special "Major Supporter" section of Pacenotes, and in promotional materials and on eventbrite page, company mention on facebook event page

### Full Tank Sponsor \$750 (breakfast or lunch)

*Make sure no one gets an empty tank warning by sponsoring the routes breakfast or lunch for all racers!*

- Cover the cost of providing food to attendees and receive a special mention at the breakfast or lunch "pit stop" on the route
- Logo on sign at registration welcome table
- Company logo in promotional materials and on eventbrite page, company mention on facebook event page

### Pit Stop Prize Sponsor \$200

*(prize at each location when participants find scavenger hunt item)*

*(donates prize + \$200)*

- Sponsor will provide an individual item for each racer to "win" when racers complete game or event
- Sponsor can cover cost of ordering items or provide items to VRGA
- Items must arrive with VRGA one week prior to event

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## Helmet Sponsor (Face Mask) \$500 + providing masks

Keep racers safe during collisions

- Place your logo on the helmet, distributed to every racer.
- Sponsor responsible for design and production of mask.
- Sponsor must provide logo'd face mask to VRGA no later than one week prior to event.

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HARBORSIDE  
HARVEST  
MARKET**

## Temporary Tattoo Sponsor \$300

We're not limiting the decals to the cars...

- Sponsor will provide or cover the cost of a temporary tattoo with their logo and 2020 VRGA Road Rally
- Tattoos will be placed in each refueling kit, ensuring every racer is a champion for your brand for the entire race and beyond!
- Company logo on sign at registration
- Company logo in promotional materials and on eventbrite page, company mention on facebook

## Pacenotes Sponsor \$100

Planning and preparation are paramount for a good lap time. Help racers find their way by sponsoring their route instructions!

- Place your logo on the Pacenotes given to rally racers. The Pacenotes will be used all day by every rally participant.
- Logo on sign at registration welcome table
- Company logo in promotional materials and on eventbrite page, company mention on facebook event page

## Armchair enthusiast \$100

You don't have to be behind the wheel to show your support! Make a donation of at least \$100 to show your support for retail across Vermont and get your name listed on the event pages of our website and social media.

## Donate to the Silent Auction

Silent auction items will raise money for VRGA programming throughout the day. All silent auction items should arrive at the VRGA office no later than one week prior to the event. This is a great opportunity to get your business in front of potential customers!

## Donate to the "Refueling Kit"

Our refueling kit will be provided to each car at the welcome table. We welcome snacks, drinks, small promo items, etc. All donations to the refueling kit should arrive at the VRGA office no later than one week prior to the event. We need between 40-50 items for the "Refueling Kits"

## THE ROUTE

**Mehuron's Supermarket** - Waitsfield  
**Village Grocery** - Waitsfield  
**Waterbury Sports** - Waterbury  
**Stowe Street Emporium** - Waterbury  
**Cold Hollow Cider** - Waterbury  
**Stowe Mercantile** - Stowe

## THE DRIVERS

We are expecting over **30** cars with up to 150 participants. Drivers will consist of the general public and members and friends of Vermont Retail and Grocers Association and Vermont Specialty Food Association.

## HEALTH & SAFETY

VRGA is making sure that every aspect of this event meets the ACCD standards. Masks will be worn at all times and sanitizing practices are put in place throughout. View the Health & Safety document for more information



*Support Local Business. Support Vermont.*



VRGA is partnering with Vermont Specialty Food Association to promote Vermont Made Products for this event.

Find More Information at [vtrga.org/road-rally](http://vtrga.org/road-rally)