



## **TFK 2023 LEVELS OF SPONSORSHIP**

*"A Good Time for a Great Cause" on April 29-30, 2023*

**Presenting Sponsor \$10,000.** There will only be (3) presenting sponsors, in addition to 10-4 Magazine. This level of sponsorship and support includes your company logo on the event t-shirt and advertisements, mentions (and logos) on the live shows we stream (Studio 10-4) to FB and YouTube once a week prior to the event, your company logo at the top of all Staff t-shirts worn during the event, a full page full color ad in the event program, (1) golf cart if needed, a vendor space up to 40' x 40' or equivalent, (3) bobtail truck registrations or (1) combination truck registration, (2) support vehicle passes, (10) participant tickets, and (6) official event t-shirts.

**Diamond Sponsor \$5,000.** This includes mentions on the live shows we stream (Studio 10-4) to FB and YouTube once a week prior to the event, your company logo on all Staff t-shirts worn during the event, a full-page full color ad in the event program, (1) golf cart if needed, a vendor space up to 30' x 30' or equivalent, (2) bobtail truck registrations, (2) support vehicle passes, (8) participant tickets, and (4) official event t-shirts.

**Gold Sponsor \$2,500.** This includes mentions on the live shows we stream (Studio 10-4) to FB and YouTube once a week prior to the event, your company logo on all Staff t-shirts worn during the event, a full-page black and white ad in the event program, a vendor space up to 20' x 20' or equivalent, (1) bobtail truck registration, (2) support vehicle passes, (6) participant tickets, and (2) official event t-shirts.

**Silver Sponsor \$1,250.** This includes mentions on the live shows we stream (Studio 10-4) to FB and YouTube once a week prior to the event, your company logo on all Staff t-shirts worn during the event, a half-page black and white ad in the event program, a vendor space up to 10' x 20' or equivalent, (1) support vehicle pass, (4) participant tickets, and (2) official event t-shirts.

**Bronze Sponsor \$500.** This includes a business-card-sized black and white ad in the event program, a 10' x 10' vendor space with (1) support vehicle pass, (2) participant tickets, and (2) official event t-shirts.

### **ADDITIONAL SPONSORSHIP OPTIONS:**

Banner on K-rail or fence in front of grandstands (provided by sponsor) \$300 each / Maximum of 2.  
Trophy Sponsorships / very limited availability \$500-\$750 (your name and/or logo on trophy).  
Lane Sponsorships (only 2 available) \$1,000 each (includes a banner on K-rail provided by sponsor).

Ads in Event Program: Full Page Color \$1,500; Full Page B/W \$1,200; Half Page Color \$750; Half Page B/W \$600; Quarter Page Color \$375; Quarter Page B/W \$300; Business Card Ad (B/W) \$150.

Vendor Booth Add-Ons: (1) 8-foot table and (2) chairs for your booth \$100. Each additional 8-foot table \$50. Each additional chair \$25. 10 x 10 canopy rental \$100 each. Booths DO NOT include electricity.

**For questions or to become a sponsor, contact Dan (559) 240-5849 or Tim (714) 337-4104 today!**  
***The net proceeds from this event will be donated to Shriners Children's Hospital in Pasadena, CA.***  
***This event produced by 10-4 Charities, Inc. A 501c3 nonprofit organization. Tax ID #88-1179091.***