



**2009 Land Rover National Rally
Leadville, Colorado
July 28-August 1st**

Hosted by the Solihull Society

Colorado's Premiere

Land Rover Club



Colorado's Premier Land Rover Club

P.O. Box 480864 • Denver, CO 80248 • www.solihullsociety.org

Dear Prospective Sponsor,

The 2009 Land Rover National Rally rolls into Leadville, Colorado for the twenty first consecutive year of this event. Last year we not only broke all of our club records in number of vehicles and total participants, but blew them out of the water. We were very proud of the money generated for Grand County Search and Rescue, and Grand County Humane Society. The Land Rover National Rally has become the premier Land Rover event in the US. This has changed from an intimate event that was typically local, to an event that has brought people from all across the United States, British Columbia, Canada, Australia, Italy, Ireland, Finland, Puerto Rico, and Great Britain to name a few. This rally started with a group of people that drove older Series Land Rover vehicles that were slightly modified, to a new group of people with one strong commonality, "Land Rovers". The new participants in our rally consist of people who typically drive their vehicles daily, and drive their vehicles to specialized events of interest such as mountain climbing, fly fishing, hiking, camping, mountain biking and family gatherings. The new face of the typical participant now drive vehicles that consist of newer Land Rovers such as the Range Rover, LR3, Freelander, to the older Discoveries, Series vehicles, and Range Rover Classic's.

As this event began to grow, the face of the sponsor has also changed. In the beginning the rally consisted of local sponsors, or people helping to foot the bill of a weekend event that consisted of a couple dozen Land Rovers, to a national event with hundreds of vehicles and participants. This event has changed from a fun weekend event, to a week long event that helps charities, non-profits, and national search and rescue organizations. Your help or "contribution" is the reason we continue to grow this special event, and make a positive change in other people's lives and our mountain and open space play ground.

The dates are July 28 through August 1st of 2009. Last years rally was held in Moab Utah, and had well over 400 attendees in over 250 vehicles that ranged from new Range Rovers, LR3's to Range Rover Classic's, Disco's, Defenders, Series vehicles not to mention the Military surplus crowd, extreme rock crawlers, and sponsored rock racing rigs. Our club definitely had the mild to wild at this event. There were actually more Land Rovers at the rally than officially registered who came up just to check things out while not participating. This year, we are expecting again to break the prior records of vehicles and rally participants.

In years past our club sponsors and vendors have gained a great deal of publicity through our events. The Land Rover National Rally has been featured in many

mainstream Land Rover magazines including **Overland Journal**, Land Rover World, Land Rover Enthusiast, Land Rover Monthly, and of course or club magazine **Rover Xchange**. Also in 2008 **Doug Evilsizor** wowed us again with a special write up in "**Land Rover Lifestyle Magazine**", but also did a photo shoot of participants and their vehicles on vendor night.

The Solihull Society is now looking for companies that are interested in being part of the expanded 2009 Land Rover National Rally to be held in Leadville, Colorado from July 28th to August 1st 2009. To assist with information flow and marketing a new website has been created specifically for the Rally. Check out www.landrovernationallrally.com to see what it looks like.

The Sponsorship deadline for this year's event is July 1st.

A portion of the proceeds from this years raffle will go to the Colorado Search and Rescue, and the Denver Children's Burn Center.

A named sponsor is a financial contributor to the rally. Sponsorship is a minimum of \$500, and a maximum of \$2500, although more can be donated. Each sponsor must donate or represent their company or business with goods and services with a minimum retail value of \$150 towards the event raffle. There is no price limit on any donations, and this is an excellent time to showcase your new product lines, or services. There are a limited number of sponsorship positions available. This level of contribution is designed for industry participants who wish to support the event and be recognized by Land Rover owners as being involved in our passion of four wheeling in Land Rover vehicles, and most importantly helping out great causes that do make a difference. By helping these different causes we show why Land Rover enthusiasts, sponsors, vendors, and individuals are the premier off road community...

Sponsorship and vendors will be determined on a first come first serve basis. You must represent your company (individually) at vendor night. If another company is your partner, or co-sponsor, you are required to share all intentions with the sponsorship coordinator prior to event printing and marketing. Again, co-sponsors will only be allowed to participate with sponsorship coordinator approval and knowing all intentions prior to rally.

NEW IN 2009

In these tough times, we would like to still have you participate as a sponsor. We understand coming up with the sponsorship fees at one time can be rough. We can set up a payment plan to brake up the costs over a scheduled period of time.

There are 4 levels of involvement that we would like you to consider:

Platinum:

Is the premier position for this year's event, we have 2 spots available. The fee is \$2,500.00 and includes extreme exposure to all participants in the rally.

- A large solo company name & logo on all official rally shirts.
- An oversized banner approximately 10' X 3' displayed at registration, and all events. You will get extreme exposure...
- Oversized name and logo on specific items given out to participants at rally. (More information on specific items to follow)
- Your logo displayed on rally sign up page as the premier sponsor.
- Automatic inclusion in the Vendor Event (booth)
- Entrance for 2 Vehicles and 3 passengers in each to all 2009 Rally activities
- Exposure to the Land Rover community through coverage of the Rally in the club magazine, Rover Xchange and other worldwide Land Rover publications. Your link and or advertising will be on the official Rally site and company logo on sign up page.
- Great Publicity and good will among your potential and current client base
- Access to participant mailing list. This is limited to those participants who do not opt out of being included on such a list.
- 2009 Sponsorship rally poster for place of business to promote event.

Gold:

Is the next level for the event. The fee is \$1100.00 and includes:

- An oversized company name & logo on all official event T Shirts.
- A personal banner to be displayed at events, and trail staging area each morning.
- Company name or logo on all bags to go out to each individual at rally.
- Automatic inclusion in the Vendor Event (booth)
- Entrance for 2 Vehicles and two Adults per vehicle to all 2009 Rally activities
- Exposure to the Land Rover community through coverage of the Rally in the club magazine, Rover Xchange and other worldwide Land Rover publications. Your link and or advertising will be on the official Rally site.
- Great Publicity and good will among your potential and current client base
- Access to participant mailing list. This is limited to those participants who do not opt out of being included on such a list.
- 2009 Sponsorship rally poster for place of business to promote event.

Silver:

Is the final level of sponsorship, the fee is \$500.00 and includes:

- Company name & logo on the event T Shirts and general group banners

- Automatic inclusion in the Vendor Event (booth)
- Entrance for 1 vehicle and two adults to all 2008 Rally activities
- Exposure to the Land Rover community through coverage of the Rally in the club magazine, Rover Xchange and other worldwide Land Rover publications.
- Great Publicity and good will among your potential and current client base
- Access to participant mailing list. This is limited to those participants who do not opt out of being included on such a list.
- 2009 Sponsorship rally poster for place of business to promote event.

Vendors

A vendor can be a participating or non-participating contributor to the event. Fees will range between \$75 and \$150 which covers the nightly expenses. The amount total will depend on how much these costs run. All vendors will be expected to contribute money towards complimentary food & beverages as stated above, and donate goods and services with a minimum retail value of \$150 towards the raffle that night. Non Participating Vendors would contribute the same as participating Vendors except that instead of setting up their own stand they can supply brochures of their goods and services, and we will set up a display on their behalf.

On vendor night we will be holding our raffle, car show, RTI ramp and other great activities. Vendors will be able to set up a stand to display their products and services to rally participants and other attendees. This will be a great opportunity to get your company name in front of Land Rover enthusiasts.

For a vendor to participate in other rally activities would require registration and payment as a private participant.

What do you get for your Vendor participations:

- Inclusion in the 2009 Vendor Event
- Access to your potential client base
- Recognition in the club magazine, Rover Xchange, and maybe in other Land Rover publications
- Great Publicity and good will among your potential client base

Participant

Even if you do not wish to participate as a Sponsor or Vendor in a contributory way, we would welcome you, your staff and/or customer's attendance as a private participant.

Registration Fees

1 Vehicle and Driver (Solihull Society Member)	\$85
1 Vehicle and Driver (Non-Solihull Society Member)	\$100
Children 4-10	\$15
Children under 4	FREE

For this you would get access to all event activities and an Event T Shirt. More details will be supplied on our club website in due course.

We hope that your business chooses to actively participate with the Solihull Society for the 2009 Land Rover National Rally. We see this as an excellent opportunity for you to support Land Rover owners participating in four wheel driving activities and thereby gain recognition amongst our loyal enthusiasts who can and will utilize your products and services.

Sincerely

Michael Pomponio
Sponsorship Coordinator
Solihull Society

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Colorado's Première
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I want to personally thank all of the past sponsors and vendors who have been a big part of this rally, and for all your help in making our event a great success. With out your work, and generous contributions, the Solihull Society would not be able to put on such an incredible event each year.

*Michael Pomponio
Sponsorship Coordinator
Solihull Society*