

IDAHO RALLY SPONSOR PACKET

Idaho Rally 2018

September 13th - 16th, 2018

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Idaho Rally Group

Sponsorship Options Summary

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Event Information

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Title Sponsor

Idaho Rally 2018

LHM SUBARU

Your brand will be present in all print, including promotional items such as hats, T-shirts, web, radio, TV, and Publications as well as all event announcements (300+ t shirts and over 5000 posters).

1. **Banner on the Idaho Rally web site idahorally.com and a link to your web site.**
2. **You have the opportunity to create your own VIP area at any of the events.**
3. **Your name on all the awards (trophies).**
4. **Lead banner on the Idaho Rally web site idahorally.com and a link to your web site.**
5. **A banner will be located at each start and finish location, sign up, tech inspection, service area, spectator area, and the awards banquet provided by Idaho Rally Group (Larry H Miller Subaru Idaho Rally International). NOTE: Banners to be provided by sponsor if desired**
6. **You have the opportunity to create your own VIP area next to the regrouping location, service area, the start of each stage, spectator area, Saturday barbeque and the awards banquet.**
7. **Decals in prominent locations on the Rally cars. PROVIDED BY SPONSOR**
8. **Full Page ad in the inside front cover of the Rally Spectator guide.**
9. **Technical inspection will be at your location Friday night before the Rally (September 13th).**
10. **Subaru Rally Car display at the dealership if desired the month before the rally.**
11. **Meal tickets for key personnel**

\$6500.00

Presenting Sponsor

Idaho Rally 2018

Three available (One left)

DF Development -Equify / ? / ?

1. **Logo on all event posters**
2. **Logo on 300+ t shirts (top of shirt back).**
3. **Logo on web page**
4. **Logo on 5,000 flyers**
5. **Banners at event.** NOTE: Banners to be provided by sponsor if desired
6. **Link to your web site on the Idaho Rally web site idahorally.com.**
7. **Demo booth at Rally**
8. **Full Page Ad in Spectator Guide.**
9. **Decals in prominent locations on the Rally cars. PROVIDED BY SPONSOR**
10. **Meal tickets for key personnel**

\$3000.00

Supporting Sponsor

1. Booth at service location, Main Street Idaho City.
2. Link to your web site on the Idaho Rally web site idahorally.com.
3. A banner will be located at sign up, spectator area, and the awards banquet. NOTE: Banners to be provided by sponsor if desired
4. Your Company logo on the back of the Idaho Rally T-shirts
5. Decals on the Rally cars. PROVIDED BY SPONSOR
6. One quarter page ad in the Rally route book.
7. Area provided for demo rides of dealer product if desired.

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\$700.00

Idaho Rally 2018

Award Banquet Sponsor

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Details:

1. **Link to your web site on the Idaho Rally web site idahorally.com.**
2. **A banner will be located at sign up, spectator area, and the awards banquet.**
3. **Your Company logo on the back of the Idaho Rally T-shirts**
4. **Decals on the Rally cars.**
5. **One Full-page ad in the Rally route book.**
6. **Booth at service location.**
7. **Coupons handed out at sign up.**
8. **Your name on 5000 posters distributed around south west Idaho**
9. **Meal tickets for key personnel**

\$2500.00

250 meals Sunday September 16, 2018

Idaho Rally 2018

Worker Lunch Sponsor

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Details:

1. **Link to your web site on the Idaho Rally web site idahorally.com.**
2. **A banner will be located at sign up, spectator area, and the awards banquet.**
3. **Your Company logo on the back of the Idaho Rally T-shirts**
4. **Decals on the Rally cars.**
5. **One half-page ad in the Rally route book.**
6. **Sponsor stage ride at the event.**
7. **Booth at service location.**
8. **Coupons handed out at sign up.**
9. **Logos on worker lunch distribution vehicle.**

Worker lunch sponsor:

180 meals per day for the workers

(Sandwich, chips, fruit, drink, cookie OR?)

\$1200 per day or product

Saturday September 15 and Sunday September 16, 2018

Special Offer Sponsors

- One eighth page ad in
Spectator Guide: Includes link on web site
\$150.00
- Full Page ad in the
Spectator Guide: Includes link on web site
\$300.00
- **Back cover of Spectator guide:** Includes link on web site
- **NOTE: PRESENTING OR SUPPORTING SPONSORS**
- MAY BUY AT A **\$300.00** DISCOUNT AS AN ADD-ON **\$1000.00**
- **Logo on all worker Shirts 300+:** Includes link on web site **\$150.00**
- **Logo on sleeve of all**
worker shirts 300+: Includes link on web site **\$500.00**
- **Your Decal on all rally cars:** Includes link on web site
sponsor provides decals **\$200.00**
- **10x10 booth in Service area** **\$400.00**
(additional space \$200 per each 10x10 area)

NOTE: Any two of above options: \$50.00 discount.

Volunteer Gift Items: We have approximately 200 volunteer workers for the event. Your gift item will be included in the worker goodie bag for these workers.

**We can customize your advertising:
Tell us your ideas and we will quote \$**

Event Information

Idaho Rally 2018

This year we are planning on having another great event. The Rally will be located in Boise County in the mountains North of Boise. Last year was the seventh year that we raced on those roads and they are liked so much by all the Drivers that we are returning to make it our prime location. We are also anticipating many entries between Rally cars and UTV's. This will make for a great variety of excitement. We are hoping for between eighty and one hundred entries from racers all across America. The main service area and Awards Banquet will be held in Idaho City which is the central location of the Rally so that spectators, Volunteers, and all the racers will be able to gather and learn more about the Idaho Rally, meet the racers and the view the cars. They will also enjoy a lunch, pancake breakfast and BBQ on the two days of the event.

NOTE: Local vendors will be providing no-host food and beverages for the public.

We hope that this event will continue to grow and make a big impression on the public to show just how much excitement can be brought to Idaho with off road rally racing. We are glad you are taking the time to consider being a part of this great event, and we thank you for your support.

The Idaho Rally Description

The Idaho Rally is an ARA / USAC Championship event that will be attracting drivers and teams from across North America. By competing in the Idaho Rally, teams accrue points for these championships. The Idaho Rally has become one of the biggest events in the U.S. With the addition of UTV's the Idaho Rally has become a truly unique event.

Stage rallies are timed events where the cars race on closed sections of public roads and start about 2 minutes apart to avoid side by side racing. However, stage rallies may include high

speeds of 100 miles per hour or more and often only about seven out of ten teams finish the rally. Some participant's don't finish due to mechanical breakdowns and some push a little to hard and damage the car when they "leave" the road.

All Rally Events require a large number of Volunteers in order to keep the competitors safe and the roads clear. This rally is no exception. Volunteers are needed to help along various stages of the event. All volunteers will receive an official rally hat or shirt, a goodie bag, a lunch each day, ticket for the pancake breakfast Sunday, and admission to the banquet after the rally.

History

The Idaho Rally was first run in 2007. Rallydrift Inc. designed a concept to establish a new rally event in the United States. The preparation for this inaugural race took almost a year. The first event was an all tarmac rally. The roads in and around Bruneau and Grand View were somewhat challenging but very fast. Eleven teams came out to play. Bruce Davis and Jimmy Brand took home the green Idaho Rally Champion shirts and got bragging rights to win Idaho's first Rally event. The following year new roads were chosen in the Mountain Home area. The new dirt roads were of world class quality and plentiful. Nineteen teams showed up to race, and the team of Brian Scott and John Dillon took home first place. The quality of the event had improved dramatically and the participants felt they had a perfect hosting partner. The United States Rally Championship and America's oldest rally championship, the California Rally Series, had set foot in Idaho and promised to be back. 2009 was a year to remember. A two-wheel drive car took first place ahead of several four-wheel drive competition vehicles and made national history. The team of Laughlin O'Sullivan and Karen Wagner slid their way all the way up the podium, staying 2:14 minutes ahead of 2nd place. The impressive field of 38 car and 4 rally bike entries made the event one of the biggest in the United States.

In 2010 the promoter decided to move the headquarters to Boise, Idaho. The 2010 Idaho Rally totaled about 150 stage miles over two and half days of racing. The mountain roads in Elmore County, where the Rally was held in 2008 and 2009, had been deemed by the rally teams as the best in North America. This was also the longest dirt stage rally held in the U.S. and Canada. The first place winners that made it to the podium for 2010 were, Wolfgang Hoeck putting on an impressive race. In 2010 we added a "super special stage" held at the fairgrounds, where drivers raced next to each other on a closed course. We also added roads in Boise County that went through the mountains near Idaho City, Horseshoe Bend and Garden Valley.

In 2011 the event was taken over by the newly formed Idaho Rally Group, this not for profit group was specifically formed to promote and run the Idaho Rally. Running all the stages in Boise County where the roads are even better than previously used stages, and using a centrally located service area, we made the event more driver friendly and had over 40 cars, 5 UTV's,

and 4 Rally Bikes. The team of Williams and Hakala beat out the O'Driscolls by just over a minute. In 2012 the team of Garth and Blattner won with a three and a half minute lead. In 2013 Derick Nelson managed to keep ahead of the O'Driscoll's and win with a 30 second margin. In 2014 Dave Henderson led the 60 competitors to take first place. Due to low turn out 2014 was also the last year the Rally Bikes were run at Idaho Rally.

In 2015 due to speed compatibility we changed the start order system to allow the UTV's to run with the cars instead of as a separate group. This allowed the UTV's the same kind of conditions as the cars and put them in the running for 1st overall. That year with 49 competitors running, Byron Garth barely edged out Jeff Seahorn for first by 2 seconds. In 2015 Matthew Binczewski whose first rally ever was the Idaho Rally in 2013, won by 13 seconds over Jason Copt and a field of 55 competitors. The 2017 season Idaho rally had more entrants than the previous three California Rally series events combined and more than double any of the NASA Rallysport events held in the US and Canada. Derek Nelson won out over Ryan Millen by a little over a minute.

The Rally for 2018 will be located in Boise County in the mountains north of Boise. The Main service, Pro Services, and meals will be held on Main Street in Idaho City. The Harris creek stage has become one of the Drivers most favorite stages in the US.

Our Team

The Idaho Rally Group makes this event happen. Their experience in event promotion maintains quality relationships with event partners, local and state government entities, city authorities, and Convention & Visitor Bureaus. They work side by side with Rally organizations that are part of an International Championship Series. They interview and recruit to fill all-important positions.

We use a **Rally Director** to oversee and coordinate all sporting activities during the event. Our Rally Director selects the course and meets with local government entities to secure the roads and create safety plans. He ensures and maintains the highest safety standards working closely with the emergency response coordinators, law enforcement, and start and finishing controls.

The Volunteer Coordinators typically work on a 3 to 6 month schedule to recruit, train, and retain hundreds of volunteers to assist with safety, marshaling the course, service areas, rally campus, start to finish locations, timing, scoring, stewarding, entertainment, and many other jobs during the sporting activities throughout the event. An online data system is used to keep track of volunteer information, schedules, contacts and coordination to ensure high event quality. The system prevents over-scheduling, contact lost, helps with re-recruiting and is a perfect communication tool.

Our Graphic Artist team is responsible for creating each event's signature logo and original artwork used on T-shirts and marketing materials. They design and create components on the events 20-30 page race programs and spectator guides. These artists are involved in consistently branding each event. They ensure that the partner's features and hosting city's attractions are included in the web design and on the race T-shirts, hats, trophies, tickets, advertisements, and other promotional materials.

In addition to Idaho Rally Group members, experienced subcontractors are hired periodically to supplement the event's staffing needs and volunteers are signed up to help execute a safe, positive, race friendly environment.

Contacts:

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