

# **IDAHO RALLY SPONSOR PACKET**

**Idaho Rally 2015**

**June 13<sup>th</sup> - 14<sup>th</sup>,**

**+**

**Idaho Rally Group**

**Southwest Idaho Rally Cross Series 2015**

**March Through November 2015**

**7 Events 2<sup>nd</sup> Saturday of the month**

Sponsorship Options Summary

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# **Title Sponsor**

## **Idaho Rally 2015**

**+**

## **Title Sponsor Southwest Idaho**

## **Rally Cross Series**

# **Larry H Miller 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 8500 posters).
- Banner on the Idaho Rally web site [idahorally.com](http://idahorally.com) and a link to your web site.
- You have the opportunity to create your own VIP area at any of the events.
- Your name on all the awards (trophies).
- Rear window banner on all participants the Rally cars.
- Sponsor stage ride at each event in the Rally Cross series.
- Lead banner on the Idaho Rally web site [idahorally.com](http://idahorally.com) and a link to your web site.
- A banner will be located at each start and finish location, sign up, tech inspection, service area, spectator area, each Rally Cross event and the awards banquet provided by Idaho Rally Group (Larry H Miller Subaru Idaho Rally International).
- 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.
- Decals in prominent locations on the Rally cars.

- Full Page ad in the inside front cover of the Rally Spectator guide.
- Technical inspection will be at your location Friday night before the Rally (June 12<sup>th</sup>).

May 11-12 Subaru Rally Car display at the dealership if desired. Rally car on display at your location the

week before the Rally.

**\$7000.00**

**Presenting Sponsor**

**Idaho Rally 2015**

**+**

**Southwest Idaho Rally Cross Series**

**Idaho Rally 2015**

1. **Logo on 300+ t shirts.**
2. **Logo on web page**
3. **Logo on 8,000 flyers**
4. **Banners at event.**
5. **Demo booth at Rally**
6. **Full Page Ad in Spectator Guide.**
7. **Banners at all six Rally Crosses.**

**\$3000.00**

# Supporting Sponsor

- Link to your web site on the Idaho Rally web site idahorally.com.
- A banner will be located at sign up, spectator area, and the awards banquet.
- Your Company logo on the back of the Idaho Rally T-shirts
- Decals on the Rally cars.
- One quarter page ad in the Rally route book.
- Sponsor stage ride at the event.
- Event sponsor for one Rally Cross event
- Booth at service location.
- Area provided for demo rides

## **The Supporting Sponsorship    \$500.00**

### **Package with Rally Cross Series:**

- Link on the web site
- Announce at the event
- Stickers on all cars
- 1 entry at each event (use for demo, ride along, or???)
- Banner at each event

## **Package with Rally cross Series**

## **Supporting Sponsor \$700.00**

# Idaho Rally 2015

## Banquet Sponsor

### Details:

- Link to your web site on the Idaho Rally web site [idahorally.com](http://idahorally.com).
- A banner will be located at sign up, spectator area, and the awards banquet.
- Your Company logo on the back of the Idaho Rally T-shirts
- Decals on the Rally cars.
- One half page ad in the Rally route book.
- Booth at service location.
- Coupons handed out at sign up.
- Your name on 3000 posters distributed around south west Idaho
- Event sponsor promo at all six Rally Crosses (\$500.00 value).

**Award Banquet Sponsorship    \$1500.00**

**200 meals Sunday June 14, 2015**

# Idaho Rally 2015

## Worker Lunch Sponsor

### Details:

- Link to your web site on the Idaho Rally web site [idahorally.com](http://idahorally.com).
- A banner will be located at sign up, spectator area, and the awards banquet.
- Your Company logo on the back of the Idaho Rally T-shirts
- Decals on the Rally cars.
- One half page ad in the Rally route book.
- Sponsor stage ride at the event.
- Booth at service location.
- Coupons handed out at sign up.
- Logos on worker lunch distribution vehicle.
- Your name on 3000 posters distributed around south west Idaho
- Event sponsor promo at all six Rally Crosses (\$500.00 value).

### **Worker lunch sponsor:**

**150 meals per day for the workers**

**Saturday June 13 and Sunday June 14, 2015**



# Idaho Rally 2015

## Special Offer Sponsors

- One eighth page ad in

**Spectator Guide:** Includes link on web site **\$100.00**

- Full Page ad in the

**Spectator Guide:** Includes link on web site **\$300.00**

- Back cover of

**spectator guide:** Includes link on web site **\$1000.00**

- Logo on all worker

**shirts 300+:** Includes link on web site **\$100.00**

- Logo on sleeve of all

**worker shirts 300+:** Includes link on web site **\$200.00**

- Your Decal on all rally cars:

Includes link on web site **\$200.00**

**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.

## **• Special Promotion Ideas not mentioned:**

Please contact Dick Rockrohr Director or Sarah Helmick Sponsorship

# **Southwest Idaho Rally Cross Series 2015**

7 Events 2<sup>nd</sup> Saturday of the month

## **Single Event Sponsors**

### **Six Rally Cross Events From March to November 2015**

**Rally Cross Single event sponsor:       \$100.00**

- Link on the web site
- Announce at the event
- Stickers on all cars
- 1 ride along at each event

**All six events in the series:**

**\$500.00**

- Link on the web site
- Announce at the event
- Stickers on all cars
- 1 ride along at each event

## **Event Information**

### **Idaho Rally 2015**

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 second year that we raced on those roads and they were liked so much by all the Drivers that we are returning to make it our prime location. We are also anticipating many entry's between Rally cars, Motorcycles and quads. So 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 are and Awards Banquet will be held in a central location of the Rally so that spectators, Volunteers, and the racers all will be able to gather and learn more about the Idaho Rally, racers and the cars. They will also enjoy a lunch and BBQ on the two days of the event.

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 a Championship event that will be attracting drivers and teams from across North America. The race is also a point paying event in the Pacific Northwest Rally Championship and the California Rally Series. 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 ATV's and Motorcycles last year 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 crash and others don't finish due to mechanical breakdowns.

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, and admission to the banquet after the rally. For more information regarding being a volunteer for the rally go to [www.idahorally.com](http://www.idahorally.com)

## 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. All the drivers were very impressed with those roads as well.

## 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 **Clerk of the Course**, who oversees and coordinate all sporting activities during the event. He ensures and maintains the highest safety standards working closely with the emergency response coordinators, law enforcement, and start and finishing controls. Our **Clerk of the Course** selects the course and meets with local government entities to secure the roads and create safety plans.

**The Volunteer Coordinators** typically work on a 3 to 6 month schedule to recruit, train, and retain hundreds of volunteers to assist with safety, marshalling 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 employees, 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:**

### **Directors:**

**Dick Rockrohr**

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**9150 S. Talon Boise, Idaho 83709**

**[Buellracer1@yahoo.com](mailto:Buellracer1@yahoo.com)**

**Roger Tipton**

**208-830-7552**

**[rdtipton@gmail.com](mailto:rdtipton@gmail.com)**

**Rob Blout, Clerk of the Course**

**208-392-4779 Home**

**208-869-0415 Cell**

**34 Cooper Dr. Centerville, Idaho 83631**

**[rblout34@gmail.com](mailto:rblout34@gmail.com)**

### **Sponsor Coordinator:**

**Sarah Helmick**

**208-761-3796**

**509 S. Roosevelt, Idaho 83705**

**[Sarahhelmick1@gmail.com](mailto:Sarahhelmick1@gmail.com)**

### **Secretary:**

**James DeMaris**

**208-371-2413 (cell/text)**

### **Treasurer:**

**Dan Rockrohr**

**208-695-6016**