



IDAHO RALLY SPONSOR PACKET

Idaho Rally 2021

July 9th - 11th 2021

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Idaho Rally Group

Sponsorship Options Summary

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Event Information

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Title Sponsor

Idaho Rally 2021

Larry H Miller SUBARU

Your brand will be present in all TV, radio, web, and print media and on all promotional items including hats, 300+ T-shirts and 5000 posters.

1. Lead banner on the Idaho Rally web site idahorally.org and a link to your web site.
2. The opportunity to create your own VIP area at any of the rally events. To include a 20x40 booth area on main street at service area.
3. Your name on all the awards (trophies)
4. A banner (Larry H Miller Subaru Idaho Rally International) provided by the Idaho Rally Group will be posted at: Sign up, Tech inspection, Service area, Each Start & Finish location, Spectator area, and Awards banquet.
5. You have the opportunity to create your own VIP area next to the Regrouping location, Service area, Start of each stage, Spectator area, Saturday Barbecue and the Awards banquet.
6. Sponsor provided decals would be placed in prominent locations on the Rally vehicles.
7. Your full-page ad on the inside front cover of the Rally Spectator Guide.
8. The Technical inspection will be at your location on Friday evening, July 10th , before the Rally.
9. Meal tickets (limited) for key sponsor personnel

\$7000.00

Presenting Sponsors

Idaho Rally 2021

Three available (two left)

- **DF Development & Equify**

- _____

- _____

1. Logo printed on all event posters.
2. Logo on up to 5,000 fliers.
3. Logo printed on 300+ T-shirts at top of shirt back.
4. Logo on Idaho Rally web page
5. Link to your web site on Idaho Rally web site: idahorally.org
6. Your full page Ad in the Rally Spectator Guide.
7. SPONSOR PROVIDED banners at the event.
8. SPONSOR PROVIDED decals will be placed in prominent locations on the Rally vehicles.
9. Booth at the Rally. 20x20 at service area
10. Meal tickets (limited) for key sponsor personnel.

\$3000.00

Supporting Sponsor

Idaho Rally 2021

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1. Booth at Service location: Main Street, Placerville 10x20
2. Your one-quarter page Ad in the Rally route book.
3. Logo printed on the back of 300+ Rally T-shirts.
4. Link to your web site on Idaho Rally web site: idahorally.org
5. SPONSOR PROVIDED banners at the Sign up, Spectator area, and the Awards banquet.
6. SPONSOR PROVIDED decals will be placed on the Rally vehicles.

\$700.00

Idaho Rally 2021

Award Banquet Sponsor

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1. Company Logo printed on up to 5000 posters distributed around southwest Idaho.
2. Your company logo printed on back of Idaho Rally T-shirts.
3. Link to your web site on Idaho Rally web site: idahorally.org
4. One full page Ad in the Rally route book.
5. SPONSOR PROVIDED banners at the Sign up, Spectator area, and Awards banquet.
6. SPONSOR PROVIDED decals will be placed on the Rally vehicles.
7. Booth at the Service location 10x20
8. Coupons handed out at Sign up.
9. Meal tickets (limited) for key sponsor personnel.

\$2500.00

250 meals on Sunday, July 11th , 2020

Worker Lunch Sponsor

Idaho Rally 2021

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1. Your company logo printed on back of Idaho Rally T-shirts.
2. Logos on worker lunch distribution vehicle_
3. Link to your web site on Idaho Rally web site: idahorally.org
4. One half-page Ad in the Rally route book.
5. SPONSOR PROVIDED banner at the Sign up, Spectator area, and Awards banquet.
6. SPONSOR PROVIDED decals will be placed on the Rally vehicles.
7. Booth at Service location
8. Coupons handed out at Sign up.
9. Sponsor stage ride at the event.

180 worker meals per day

Saturday, July 10th and Sunday, July 11th

\$1200.00

Per day or product

(i.e. Sandwich, chips, fruit, drink, cookie

Special Offer Sponsors

Idaho Rally 2021

- Rally Spectator Guide:

- One eighth page Ad \$150.00
- Full Page Ad \$300.00
- Full Back Cover Ad \$1,000.00*

* Presenting/Supporting Sponsors may purchase
back cover Ad at a \$300 discount as an add-on.

- Logo/Decals:

- Logo on sleeve of all 300+ worker T-shirts \$500.00
- Logo on all 300+ T-shirts \$150.00
- Decal (Sponsor provided) on all rally vehicles \$200.00

Note: All sponsor ships include link on Idaho Rally web page at: idahorally.org

- Service Area Booth:

- 10 x 20 booth in Service area \$400.00
- Additional space per 10x20 area \$300.00

**A \$50.00 discount for sponsors of any
two of the above options**

Volunteer Gift Items: We have approximately 200 volunteers working this event. Your gift item will be included in the worker goody bag.

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

Event Information

Idaho Rally 2021

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 Placerville 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 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 NASA Rally Sport event that will be attracting drivers and teams from across North America. By competing in the Idaho Rally, teams accrue points for the NASA Rally championship. 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 too 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 goodies 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 Motorcycles 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 a 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 Motorcycles. 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 2021 will be located in Boise County in the mountains north of Boise. The Main service, Pro Services, and meals will be held in Placerville Idaho. 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, contacts 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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