



SEPTEMBER 11th & 12th at Willow Grove Park

GOLD SPONSOR-\$2,500*

- Sponsor logo displayed on all newspaper ads, posters, flyers for the event targeting DFW metroplex
- Sponsor logo displayed on 20,000 mailers distributed throughout the Lake Cities area
- Sponsor logo displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- 1 banner displayed near racing spectator area (sponsor must provide own banner)
- Free vendor space at event to sell items or hand out information
- Free space on the water to display watercraft or let the public demo watercraft (if applicable)
- 10 VIP Tent passes for complimentary food/beverage and priority seating
- Sponsor logo with link featured on event website: (www.lakedallas.com)
- Announced from main PA as a Gold Sponsor 3 times a day during the event

SILVER SPONSOR-\$2,000

- Sponsor displayed on all newspaper ads, posters and flyers for the event targeting DFW metroplex
- Sponsor displayed on 20,000 mailers distributed throughout the Lake Cities area
- Sponsor displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- 1 banner displayed behind performer area on main stage (sponsor must provide own banner)
- 8 VIP Tent passes for complimentary food/beverage and priority seating
- Sponsor logo featured on event website: (www.lakedallas.com)
- Announced from main PA as a Silver Sponsor 3 times a day during the event

ENTERTAINMENT SPONSOR-\$1,500

- Sponsor logo displayed on all newspaper ads, posters, flyers for the event targeting DFW metroplex
- Sponsor logo displayed on 20,000 mailers distributed to Lake Cities area
- Sponsor logo displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- 1 banner displayed across the Main Stage (sponsor must provide own banner)
- 6 VIP Tent passes for complimentary food/beverage and priority seating
- Sponsor logo featured on event website: (www.lakedallas.com)
- Announced from main PA as a sponsor 3 times a day during the event

VIP TENT SPONSOR-\$1,000*

- Sponsor logo displayed on all newspaper ads, posters, flyers for the event targeting DFW metroplex
- Sponsor logo displayed on 20,000 mailers distributed to Lake Cities area
- Sponsor logo displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- Sponsor logo displayed on event website (www.lakedallas.com)
- Sponsor displayed on VIP Tent invitations and tickets distributed to event sponsors, city officials and business owners
- 1 banner displayed on outside of 30' x 30' VIP Tent (Sponsor is responsible for own banner.)
- Table for sponsor information set up inside VIP Tent
- Sponsor information featured in 100 Racer welcome packets
- Announced from main PA as a sponsor 3 times a day during the event

KID'S ACTIVITIES SPONSOR-\$500

- Sponsor logo displayed on all newspaper ads and posters for the event targeting DFW metroplex
- Sponsor logo displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- 1 banner displayed in kidzone (sponsor must provide own banner)
- 4 VIP Tent passes for complimentary food/beverage and priority seating
- Sponsor logo with link featured on event website: (www.lakedallas.com)
- Announced from main PA as a sponsor 3 times a day during the event

GENERAL SPONSOR-\$200

- Sponsor name displayed on all newspaper ads and posters for the event targeting DFW metroplex
- Sponsor displayed on posters distributed to Lake Cities area businesses
- Sponsor name displayed on 5,000 full-color flyers that will be distributed to all schools in the Lake Dallas ISD
- 2 VIP Tent passes for complimentary food/beverage and priority seating
- Sponsor logo featured on event website: (www.lakedallas.com)
- Announced from main PA as a sponsor 3 times a day during the event

***=exclusive sponsorship**

****All Sponsors may provide information or goodies for 100 Racer welcome to Lake Cities bags****