



Dear Friends and Fellow Off-Road Enthusiasts,

The Gathering of Nissan Enthusiasts in Moab (goneMOAB) is a week-long, family-oriented event formed for the enjoyment and preservation of four-wheeling and overlanding. The event primarily consists of Nissan-based 4x4 trucks and SUVs, but we welcome any 4x4 vehicles. Each year our volunteers host this event in Moab, UT featuring Nissan Enthusiasts that travel from around the globe to attend.

Please note that this event is organized and run solely by volunteers and that no individual receives any remuneration for their time or services, so any and all donations go solely towards supporting the event and any excess funds will be donated to national and local charities.

Our organization offers a chance for attendees to see and experience not only the capabilities of their vehicles, but how the use our sponsors and other company's products can enhance the performance of their vehicle and improve their off-roading or overlanding experience. Our goal is to establish, maintain, and grow our relationships with companies that support responsible off-roading and overlanding to both drive their product sales as well as offset the operational costs of the event via sponsorship opportunities.

One of the highlights of our event is our well-known and highly-attended Raffle Night. We provide a venue for our sponsors to have their items raffled off to our attendees via a normal raffle as well as a silent auction. A small portion of the proceeds from this portion of the event contribute to the annual fund that helps support the event with the remaining revenue being donated to national and local (Moab, UT) trail advocacy groups and humanitarian causes.

We wish to extend you the opportunity to help support our event through several different avenues, detailed later in this packet.

SOCIAL MEDIA OUTREACH

- Over 2,500 Facebook likes
- Average post reaches 3,000 views
- More than
 - 240 Youtube channel subscribers
 - 35K Youtube video views
 - 80 Twitter followers with over 950 Tweets
 - 1,750 Instagram followers
 - 1,000 Organization Members

EXPOSURE OPPORTUNITIES

- Varying Levels of Sponsorship
- Free Event Attendance
- Up to Full Page Trail Book Advertisements
- Website and Forum Advertisements
- Event T-Shirt Advertisement
- Vendor Space at Event
- Sponsored Titled Trails and Events
- Social Media posts highlighting sponsors and/or their products
- Promotional Items Provided for Attendees

DEMOGRAPHIC INFORMATION

Age Range: 18-67
Genders: 80% Male, 20% Female

GoneMOAB.com FEATURES

- Event and Administration Information
- Historical Picture Archive
- Listing of Trails and Descriptions
- Registration Links
- Frequently Asked Questions
- Listing of Sponsors & Sponsorship Packet
- Links to Sponsor Websites & Social Media sites
- Searchable Website Content
- Community Forum including
 - Registration and Support
 - Getting to goneMOAB
 - Lodging Discussion
 - Social and Other Activities
 - HAM Radio Discussion
 - Gallery
 - Polls
 - Daily Trail Schedule and Trail Threads
 - Listing of Trail Leaders
 - Volunteer Opportunities
 - Sponsor-specific Section
 - Searchable Archives
 - Over 180 Member Listing

www.goneMOAB.com

Bill Eirish, Executive Director
303-918-5569 goneMOAB@gmail.com
P.O. Box 1803, Longmont, CO 80502



Additional Points

- All promotional material must be received by **May 1st, 2018**
- Platinum Sponsors selecting to participate in Titled Trail Rides (ex: Seven Mile Rim sponsored by XX): Please note that trail selections are made on a first come, first serve basis. If a trail has been selected by another sponsor, an organizer will reach out to you with a list of alternate trails that may be selected.
- Dollar-specific coupons/certificates redeemable for consumer products will be considered the same as sponsorship dollars.
- Crowd tossers/Gift Bag Promotional Items (t-shirts, stickers, hats, key rings, etc) will not be considered as sponsorship dollars.
- Coupons/Certificates/Brochures that offer percentage-based discounts redeemable for consumer products are welcomed, but not considered for sponsorship dollars.
- Advertisements and promotional items displaying nudity, inappropriately-dressed individuals, sexual innuendo, imagery of a suggestive or sexual nature, vulgar language, or otherwise inappropriate content will not be welcomed nor accepted.

Sponsors are not only welcomed at our event, but encouraged to attend. This allows you the opportunity to not only attend trail rides, but to gather direct consumer feedback regarding your products, interact with your target audience, and even test your products in the demanding Moab environment. If you plan on attending the event, please mark the appropriate box indicating your choice. A promotional code will be created upon receipt of your completed Vendor and Sponsorship Packet and emailed to the contact person noted in the packet. This code will allow you to register for the event.

Please fill out all applicable information regarding your desired level of sponsorship and email the completed packet to goneMOAB@gmail.com. Note that typing your name and the date in the signature field is considered the same as a physical signature. Please be sure to include a copy of the company logo that you wish to have used throughout our website, social media, and other marketing collateral.

All information regarding logo and advertisement specifications, as well as how they'll be used, can be found in the second packet attached to this mailer. All marketing items are to be sent to the organization **no later than** April 10th, 2018. Upon receipt of the completed Vendor and Sponsorship Request Packet with your logo, a courtesy email will be sent confirming receipt as well as verifying the logo dimensions and specifications.

Thank you for your sponsorship consideration and product donations. Without the help of companies and individuals like yourself, we couldn't continue to offer such a great event. For more information, please visit our website at www.goneMOAB.com or visit our Facebook Page at www.facebook.com/goneMOAB to see the latest updates, postings, and photos of past events and to learn more about the event. If you have any questions regarding the sponsorship program, the event itself, or other opportunities, please don't hesitate to email or call us.

We look forward to seeing you at goneMOAB in May!

Sincerely,

Bill Eirish
Executive Director

www.goneMOAB.com
Bill Eirish, Executive Director
303-918-5569 goneMOAB@gmail.com
P.O. Box 1803, Longmont, CO 80502



ADDITIONAL INFORMATION

Here is a brief overview of the week's events. Please note that we've attached a detailed schedule to this email showing the trails.

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
Day		Guided Trail Runs	Guided Trail Runs	Guided Trail Runs	Guided Trail Runs	Guided Trail Runs
Evening	Meet & Greet Registration	Sponsored Dinner	World's Most Disorganized Cookout	Vendor Event		Raffle Night Closing Dinner

CONTACT INFORMATION

Mailing Address
GoneMOAB, Inc.
PO Box 1803
Longmont, CO 80502

goneMOAB@gmail.com

303-918-5569

www.goneMOAB.com

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SPONSORSHIP INFORMATION AND AGREEMENT

_____ agrees to provide sponsorship for goneMOAB 2018, taking place in Moab, UT May 20th through May 25th, 2018. As a sponsor, I understand that I will receive the applicable sponsorship opportunities as described in this packet. I further understand that these opportunities will not be available and valid until this agreement is signed and my Vendor and Sponsorship Request Packet has been received, reviewed, and accepted by the goneMOAB Sponsorship Coordinator. This signed packet must be received by April 10th, 2018 along with any digital artwork necessary for marketing. Any promotional materials must be received by May 1st, 2018.

Please CHECK and COMPLETE the level of sponsorship you request to participate at:

PLATINUM LEVEL >\$1,001
 OPTIONAL: Title Trail Ride of Selected Trail

GOLD LEVEL \$701-\$1,000

SILVER LEVEL \$501-\$700

BRONZE LEVEL \$251-\$500

IN-KIND LEVEL <\$250

MEDIA LEVEL

SPONSORS COMPANY INFORMATION

Company Name _____
Contact Name _____
Street Address _____
City _____
State _____
Zip _____
Office Phone _____
Mobile Phone _____
Email _____

WILL BE ATTENDING
 # OF ATTENDEES _____

WILL NOT BE ATTENDING



SPONSOR'S DONATION INFORMATION

Donation Categories

- Registration Promotional Items (Brochures, Discount Coupons, Stickers, Key Rings, etc.)
- goneMOAB Raffle (Products, Gift Certificates, etc.)
- Crowd Tossers (Company T-shirts, Ball caps, stickers, etc.)
- Cash (used towards offsetting operational costs to host the event)

CATEGORY	QTY	RETAIL VALUE	ITEM DESCRIPTION

DONATION DELIVERY METHOD

 ITEMS WILL BE SHIPPED

 ITEMS WILL DELIVERED

Please note:

- If your company representative would like to participate in a trail run they must register online at www.goneMOAB.com in addition to completing the Vendor and Sponsorship Request Packet.
- Signed applications must be received no later than **April 10th, 2018** to receive the full benefits outlined on the sponsorship opportunity page. Applications received after this date will still be considered and accepted, however, specific print and other digital media opportunities may no longer be available.
- Please send your completed packet to goneMOAB@gmail.com. If you are making a monetary donation, please make the check payable to goneMOAB, Inc. and mail to the P.O. Box noted in the contact information (above).
- Deadline for receipt of promotional items is **May 1st, 2018**. Items received after this date will be used at the sole discretion of goneMOAB, Inc. Unused materials will either be returned or destroyed at sponsor's request. If extenuating circumstances are likely to exist, please contact us so appropriate plans can be made.
- goneMOAB, Inc. reserves the right to group products into a "package" for the Raffle Night.
- Please email goneMOAB@gmail.com for the best mailing address for your promotional materials as this may vary depending on use.
- **Logos & other artwork are to be emailed to goneMOAB@gmail.com no later than April 10th, 2018.**
- **goneMOAB, Inc. is not responsible for errors in promotional copy, logos, or other collateral sent to us. Please ensure that all materials are error free prior to submission.**

Authorized Signature _____

Date _____

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