

Jeep Beach™ 2012 Sponsorship Matrix

	Title	Rubicon	Sahara	Mountain	Islander
Contribution (Product ¹ or Cash, except Title Sponsor)	\$5000 (min \$3000 Cash – remaining product ¹)	\$1200 and up	\$750 - \$1199	\$350 - \$749	\$100 - \$349
# of Spots Available ⁵	2	Unlimited	Unlimited	Unlimited	Unlimited
Vendor Space Allotted (Main Event) ⁷ (maximum length)	100'	80'	40'	20'	10'
Promotional Item in Goody Bag ³	√	√	√	√	√
Event Program Advertising Space ⁴ Listed on Sponsor Page ⁴	Full Page Ad Y	1/2 Page Y	1/4 Page Y	1/8 Page Y	- Y
Logo on Jeepbeach.com	√	√	√	√	√
Complimentary Event Entries (#)	√ (8)	√ (4)	√ (2)	√ (1)	-
Complimentary Event Dog Tag (#)	√ (8)	√ (4)	√ (2)	√ (1)	-
Banner	√	√ Friday Social Main Event Pool Party	√ Friday Social Main Event	√ Main Event	-
Location	All Events				
Publicity During Events ²	√	√	√	√	-
Frequency (Announced at)	All Events	Raffle Main Event Pool Party	Raffle Main Event	Raffle Only	
Complimentary Event T-Shirt (#)	√ (5)	√ (3)	√ (1)	-	-
Logo on Event T-Shirt ⁴	√	√	-	-	-
Advertisement – Posters ⁴	√	√	-	-	-
Logo on Event Cards ⁴	√	-	-	-	-
Logo on Windshield Entrance Sticker ⁴	√	-	-	-	-
Logo on Staff T-Shirt ⁴	√	-	-	-	-
Shopping Spree Vendor ⁶	√	-	-	-	-
Advertisement – Magazine ⁴	√	-	-	-	-
Logo on Collectible Event Keepsake ⁴	√	-	-	-	-

¹Product must be appropriate for the event and approved by the club. ²Advertisement/communication during event to be provided by vendor. ³If promotional items are provided by sponsor and/or vendor. ⁴Sponsorship application must be completed and received by deadlines to achieve benefit. ⁵One vendor may purchase both Title Sponsorships for \$10,000 (min \$6000 cash and remaining in product¹). ⁶Two shopping sprees will be awarded at event by Mid Florida Jeep Club, title sponsor will be chosen vendor for shopping spree (minimum value of \$400). ⁷Vendor Space will be allotted as needed by vendor with a maximum length as outlined above at the sponsorship level. If additional length is needed, discussions can be held to determine possible solutions.

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