

“The Blue and The Gray” 13th Annual Reenactment



Presented by:

The Rotary Club of Moorpark

Chartered 1956



Saturday & Sunday, Nov. 9 - 10, 2013

**Three Battles Saturday,
Two Battles Sunday**

Gates open @ 10:00 AM

**BRANDING
OPPORTUNITIES**

****Printing of this brochure courtesy of Postnet of Moorpark****



ABOUT THE BLUE AND THE GRAY

The Blue and The Gray is a family educational experience about the War between the States that had much to do with the foundations of the freedoms we enjoy today as Americans. It's a wonderful educational experience for our youth, especially those who are studying American History. It was characterized by a former Moorpark Superintendent of Schools as learning by observing "Living History".

Demographics of the Event:

- The Blue and the Gray has the Largest Civil War Battle Reenactments on the West Coast.
- Reenactment features 700 to 800 reenactors each year.
- Event attendance averages 6,000 attendees per day.
- Our event is supported heavily by the communities of Moorpark, Simi Valley and Thousand Oaks.
- We are targeting 2nd and 8th Graders all over Southern CA that arrive via buses for school educational outings.
- Our customers range from 1 year to 90 but heavily populated by parents with 8th graders along with a lot of parents with 2nd graders.

All Sponsorship Contributions may be Tax Deductible 501(c)3 #77-0420380

Rotary Club of Moorpark



Proceeds from the 2012 Civil War
Re-enactment benefited charitable
organizations such as:

Boys & Girls Club of Moorpark
High School Scholarships
Girl Scouts & Boy Scouts
Special Olympics
American Legion Banner Project
Third Grade Dictionary Project
City of Moorpark Youth Activities
International Polio Eradication
Swim Program
Moorpark Food Pantry
Moorpark Little League
Relay for Life
Moorpark Youth Sports
& Much, Much More



Sponsorship Advertising Opportunities:

- Company Logos included in an eight (8) Display Ad Campaign in the Ventura County Star, two (2) Ads in the Acorn Newspapers, one (2) Ads in Welcome to the Neighborhood Magazine with circulation in excess of 50,000 residents with multiple impressions.
- At the Title and Brigade Sponsorship level, mentions in over 50 Cable TV Spots and approximately 75 Radio Spots, again with multiple impressionsAND a display ad on our Civil War Website.
- Company Logo on 250 In-Store Posters
- Inclusion on large Sponsor Banner at Event
- Company Ads or Logos in Special Event Paper, based on sponsorship level
- Event Tickets for your employees based on level of sponsorship
- Inclusion on Websites: Rotary Club of Moorpark, Time Warner Cable, Underwood's Family Farm and KHAY Country 101.7
- Plus, benefit from the Signs that are strategically placed at key intersections in Moorpark, Simi Valley and Thousand Oaks announcing the event 30 days in advance.

All content of this brochure is subject to change.



Branding Opportunities

The Rotary Club of Moorpark provides unlimited visibility and Branding Opportunities for each partner's product or service. Depending on the level of sponsorship commitment, the Rotary Club of Moorpark will provide companies with Logo Recognition in promotional collateral, On-Site Signage, Event Hosting Opportunities and the high profile visibility as a part of the Blue and the Gray Advertising Campaign.

Product/Service Visibility

From Patrol Sponsorship to Title Sponsorship, sponsors may demonstrate and display their products or services at a Booth centrally located in the entry area.

The Blue and Gray Marketing Campaign

With all Blue and Gray Sponsors, our relationship begins immediately. A meeting will be scheduled with The Blue and The Gray Directors and Sponsor Staff to present a detailed overview of the event and to discuss ways to fully leverage the partnership.

In Early Fall

The Blue and The Gray Directors begin marketing to the community at large and each Blue and Gray Sponsor becomes an integral part of the campaign.



Past Sponsors

Title Sponsor:s

Time Warner Cable
Cumulus Broadcasting

Brigade Sponsors:

The Acorn Newspaper
Ventura County Star

Company Sponsors:

Empire Cabling
Kretek International
Tierra Rejada Family Ranch
Store Your Toys Indoors

Troop Sponsors:

1st Federal Financial
City of Moorpark
Albertsons
Diane Galvin - Morgan Stanley
Smith Barney
Dr. Curtis Kodama & Associates
Law Office of Martin Koczanowicz
Moorpark Home Video
Pacific Beverage
PostNet-Moorpark

Simi Valley Chuy's
Underwood Farms
Union Bank of California
Up In Stitches
Vivid Insurance
Waste Management
Welcome to the Neighborhood
Magazine
Wells Fargo

****Many Thanks to Postnet, in Moorpark, for their generous donation of printed material for this event.**



**“Title”
Sponsor**

\$10,000*

**Company Name/Logo on
The Blue and The Gray
Promotional Campaign:**

- **Company Name included in Event Headline**
 - **Mention in over 50 Time Warner Cable TV Spots**
 - **Mentions on 75-100 Radio Spots on 100.7 KHAY Country Radio & other Cumulus Radio Stations**
 - **8 Newspaper Ads in the Ventura County Star**
 - **Inclusion in 2 Ads in the Acorn Newspapers**
 - **Large display Ad in Special Event Paper with circulation to 90,000 Households & 10,000 Event Attendees**
 - **An Ad on the Moorpark Rotary Website**
 - **Sponsorship of the Battle of Your Choice**
 - **Logo on 250 In-Store Posters**
 - **Premium Sponsor Booth at the Event**
 - **Exclusivity and First Right of Refusal for next year's event**
 - **Employee Participation**
 - ***Sponsorship Fee may be Tax Deductible**
- 501(c)3 #77-0420380



“Brigade” Sponsor

\$5,000*

**Company Name/Logo on
The Blue and The Gray
Promotional Materials:**

- 8 Newspaper Ads in the Ventura County Star
 - Inclusion in 2 Ads in the Acorn Newspapers
 - Mention in over 50 Time Warner Cable TV Spots
 - Mention on 75-100 Radio spots on 100.7 KHAY Country Radio & other Cumulus Radio Stations.
 - Large Ad in Special Event Paper with circulation to 90,000 Households & 10,000 Event Attendees
 - An Ad on the Moorpark Rotary Website
 - Co-Sponsorship of the Battle of Your Choice
 - Logo on Sponsor Banner at Event
 - Logo on 250 In-Store Posters
 - **Premium Sponsor Booth at the Event**
 - Employee Participation
 - *Sponsorship Fee may be Tax Deductible
- 501(c)3 #77-0420380



“Company” Sponsor

\$2,500*

**Company Name/Logo on
The Blue and The Gray
Promotional Materials:**

- **8 Newspaper Ads in the Ventura County Star**
- **Inclusion in 2 Ads in the Acorn Newspapers**
- **Large Ad in Special Event Paper with circulation to 90,000 households & 10,000 Event attendees**
- **An Ad on the Moorpark Rotary Website**
- **Logo on 250 In-store Posters**
- **Listed on Sponsor Banner at Event**
- **Battle Sign with logo**
- **Sponsor Booth at Event**
- **Employee participation**
- **Co-Sponsorship of the Battle of Your Choice**
- ***Sponsorship Fee may be Tax Deductible
501(c)3 #77-0420380**



“Troop” Sponsor

\$1,000*

**Company Name on
The Blue and The Gray
Promotional Materials:**

- **8 Newspaper Ads in the Ventura County Star**
 - **Inclusion in 2 Ads in the Acorn Newspapers**
 - **An Ad in Special Event Paper with circulation to 90,000 households & 10,000 Event attendees**
 - **An Ad on the Moorpark Rotary Website**
 - **Name on 250 In-store Posters**
 - **Listed on Sponsor Banner at Event**
 - **Sponsor Booth at Event**
 - **Battle Sign with logo**
 - **Employee Participation**
 - ***Sponsorship Fee may be Tax Deductible**
- 501(c)3 #77-0420380**



“Patrol” Sponsor

Patrol Sponsor - \$300*

- Company Name on Sponsor Banner
- Employee Participation
- Sponsor Listing in Special Event Paper
- Sponsor Booth at the Event

In lieu of a Booth at the Event, you may choose an Ad in Special Event Paper (Civil War Journal) with circulation to 90,000 households & 10,000 Event attendees AND a Battle Sign...see below.



“Battle Sign” Sponsor

Battle Sign Sponsor - \$125*

- Signs with Sponsor’s Company Name prominently displayed at our event (Logo \$25 Extra)
- Multiple impressions by over 10,000 customers



* All Sponsorship fees may be tax deductible 501(c)3 #77-0420380

Sponsorship Form

USE THIS FORM IF YOU PREFER NOT TO USE PAYPAL
AND WISH TO PAY BY CHECK OR CREDIT CARD AND
EMAIL TO: moorparkrotary@yahoo.com or
Mail to Moorpark Rotary P.O. Box 172, Moorpark, CA 93020-0172
OR Fax to 805.521.3636

Sponsor Level (Check One): Title Brigade Company Troop
Patrol Battle Sign Battle Sign w/logo

Battle Sign Sponsor (indicate how you would like the sign to read:

Amount Enclosed, or Amount to be Charged \$ _____

Company _____ Contact _____

Address _____

City/Zip _____ Phone _____

Email _____

(Check One) Visa MC DISC AMEX
or pay through PayPal at moorparkrotary.com (No PayPal account needed)

Credit Card No.

CVV

Exp. Date

Art/Logo provided Format _____

Logos for print ads must be high resolution jpeg, or tiff files only.
Word, Publisher, gif, pict, bmp or png formats are not acceptable.
Send logos on CD or e-mail to moorparkrotary@yahoo.com

Please supply artwork, and email form & artwork to
moorparkrotary@yahoo.com

Sponsorship & Logo submission Deadline depends on the level of
sponsorship you choose. Questions? Call Carolyn @ 805.526.5661

DEADLINE FOR CIVIL WAR JOURNAL IS 10/10/2013

*Website Ad Information

Title, Brigade & Company Sponsors can place an ad on
www.moorparkrotary.com.

Troop Sponsors will receive a 3 line ad
with logo on the 1st Civil War Page.

(All exact ad sizes will be determined by webmaster.)