



2019 Wings & Wheels Sponsorship

WHEN: SATURDAY, JUNE 1, 2019, 10 AM – 3 PM

WHERE: SKYHAVEN AIRPORT, 238 ROCHESTER HILL
ROAD ROCHESTER, NH 03867

WHAT: SPONSORSHIP BUILDS BRAND AWARENESS,
FOSTERS CONNECTIONS WITH THE LOCAL COMMUNITY
AND SUPPORTS LOCAL NONPROFITS.



MISSION

Since 2012, Wings & Wheels is a fun event for the whole family, welcoming over 5,500 residents and visitors annually.

Guest admission is a donation to Rochester Rotary Charities.

Families enjoy aviation adventures, a car & motorcycle show, crafts, exhibits, music, and concessions.

All proceeds benefiting local charitable and nonprofit organizations, including food pantries, housing coalitions, scholarships, and support of youth & senior groups.

SPONSORSHIP OPPORTUNITIES

WM WASTE MANAGEMENT
2019 Featured Underwriter: Waste Management

- ✓ Waste Management will be featured on home page/internal pages of website, top feature on all event documents, signage, and marketing materials; front page placement on programs; and on event banner at the venue,
- ✓ 1st placement on social media and press releases,
- ✓ Premium vendor booth location, and prominent placement on volunteer t-shirts,
- ✓ Opportunity to distribute printed marketing materials, promotional items, or other advertising media to all guests entering the event.

MARKETING

Social Media

Website, Facebook Postings & Ads; Twitter; Instagram; LinkedIn, Listing in 25 Community Calendars (Statewide NH, Southern ME & Northern MA)

Press Releases

Ongoing Press Releases prior and after event to Seacoast Media Group - Foster's Daily Democrat, Portsmouth Herald, Rochester Times, Exeter News-Letter, Hampton Union, York Weekly, Edge Magazine; Manchester Union Leader/NH Sunday News, Laconia Citizen, Laconia Daily Sun, Concord Monitor, Hippo Press, Nashua Telegraph, Salmon Press Media (includes 11 publications)

Emails

Message Blasts to approximately 12,000 subscribers, including Rochester Rotary, Rochester Main Street, Greater Rochester Chamber of Commerce

Signage

High visibility banners prior and at event, Municipal signage, Volunteer T-shirts

Posters & Postcards


100 posters & 1000 postcards distributed in the Seacoast, Lakes Region & Southern Maine

MORE SPONSORSHIP OPPORTUNITIES ON BACK...

<p>Event Sponsor: \$500 – 4 Spaces Available</p> <ul style="list-style-type: none"> ✓ Sponsor Name/Logo on internal pages of event website; on event documents, signage, and marketing materials; on opportunity to display company banner at the venue and volunteer t-shirts, ✓ Second placement on social media and press releases, ✓ Prime vendor booth location. 	<p>Car Show: \$250 – 3 Spaces Available</p> <ul style="list-style-type: none"> ✓ Sponsor Name/Logo listed on Car Show page of website; displayed on signage at Car Show registration table/voting booth; name listed in program and on winner’s certificate, ✓ Vendor booth registration.
<p>Entertainment: \$250 – 3 Spaces Available</p> <ul style="list-style-type: none"> ✓ Sponsor Name/Logo listed on the Entertainment/Shows section of the website, on signage at Show Arena, name listed in program, ✓ Vendor booth registration. 	<p>Kid Zone: \$250 – 3 Spaces Available</p> <ul style="list-style-type: none"> ✓ Sponsor Name/Logo listed on Kid Zone page of website; on signage at Kid Zone Area; name listed in program, ✓ Vendor booth registration.
<p>Friend - Business: \$100</p> <ul style="list-style-type: none"> ✓ Sponsor Name listed on back of the event programs. 	<p>Friend – Individual/Family: \$50</p> <ul style="list-style-type: none"> ✓ Sponsor Name listed on back of the event programs.



2019 WINGS & WHEELS SPONSORSHIP FORM

Company Name			
Contact Person			
Email			
Phone			
Address			
City/State/Zip Code			
			SPONSORSHIP SELECTIONS:
		Entertainment	\$250 <input type="checkbox"/>
		Kid Zone	\$250 <input type="checkbox"/>
		Friend - Business	\$100 <input type="checkbox"/>
		<i>Thank you!</i>	
SELECT PAYMENT OPTION:			<input type="checkbox"/> Invoice
Event Co-Sponsors		\$500 <input type="checkbox"/>	<input type="checkbox"/> Check (Payable to Rochester Rotary)
Car Show		\$250 <input type="checkbox"/>	TOTAL: \$
Friend		\$50 <input type="checkbox"/>	

- Email sponsor form: Lisa Stanley, Rochester Rotary, WitWay@ttlc.net
 → OR: 2019 Wings & Wheels, c/o The Rotary Club of Rochester, New Hampshire,
 PO Box 779, Rochester, NH 03866-0779
- Email high-res logos: Jennifer Murphy Aubin, Marketing, Jennifer.Murphy.Aubin@RochesterNH.net