

# SPONSORSHIP PACKAGE 2011

## KIA RIDE IN & FLAG RAISING CEREMONY MILITARY VEHICLE & BIKE SHOW WITH A SWAP MEET & GREET

### 21 Gun Salute \$2,100

- Two full color 6 column x 5" Monterey County Herald ads as part of our full-page ad campaign.
- Your logo included in ¼ page Monterey County Herald, The Pajaronian Register, the MC Weekly ads, Metro Santa Cruz and San Jose Mercury.
- 20' x 20' booth space or 4 each 10'x10' booths (space may be donated to 3 other nonprofit organizations, some restrictions may apply)
- Your organization mentioned on KPIG radio and television announcements.
- 30 tickets for our Duffle Bag Raffle.
- 6 x 50.00 Gift Certificates to be used at either store.
- Your logo on our event flyers and/or program.
- Your organization mentioned in public address announcements the day of the event.

### 13 Colonies \$1,300

- Two full color 3 column x 5" Monterey County Herald ads as part of our full-page ad campaign.
- Your logo included in ¼ page Monterey County Herald, The Pajaronian Register, the MC Weekly ads Metro Santa Cruz, and San Jose Mercury.
- 10' x 30' booth space or 3 each 10'x10' booths (space may be donated to 2 other nonprofit organizations, some restrictions may apply)
- Your organization mentioned on KPIG radio and television announcements.
- 20 tickets for our Duffle Bag Raffle.
- Your logo on our event flyers and/or program.
- Your organization mentioned in public address announcements the day of the event.

### 1776 We Declare Independence \$776

- Two full color 3 column x 3" Monterey County Herald ads as part of our full-page ad campaign.
- Your logo included in ¼ page Monterey County Herald, Pajaronian Register, the MC Weekly ads Metro Santa Cruz, & San Jose Mercury
- 10' x 20' booth space or 2 each 10'x10' booths (space may be donated to 1 other nonprofit organization, some restrictions may apply)
- Your organization mentioned on KPIG radio and television announcements.
- 15 tickets for our Duffle Bag Raffle.
- Your logo on our event flyers and/or program.
- Your organization mentioned in public address announcements the day of the event

### 50 States of the Union \$500

- Two full color 2 columns x 2.5" Monterey County Herald ads as part of our full-page ad campaign.
- 10' x 10' single booth space.
- 10 tickets for our Duffle Bag Raffle.
- Your logo on our event flyers and/or program.
- Your organization mentioned in public address announcements the day of the event.
- Your logo included in ¼ page Monterey County Herald, The Pajaronian Register, the MC Weekly ads, Metro Santa Cruz, & San Jose Mercury.

### Private First Class \$100

- Placement of your banner at our Sept 4<sup>th</sup> Event & a 10' x 10' booth space.
  - Your organization mentioned in public address announcements the day of the event
  - Your literature at our information table.
  - 3 tickets for our Duffle Bag Raffle.
- Booth Space is only for qualified vendors that are related to this type of an event.



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### IMPORTANT INSTRUCTIONS

- Your advertising representative will alert you to your deadlines.
- Print advertising requires your properly sized camera-ready ad.
- Web advertising requires your digital logo.
- Banner advertising requires your high-resolution digital logo.

\*The Monterey County Herald will create your ad for free as part of this program.

Sponsors:

You will supply camera ready art to us via [Jim@EEIncUSA.com](mailto:Jim@EEIncUSA.com) upon approval art will be forwarded to the Herald.

By signing this form it gives J&S Surplus permission to use your business name in advertising associated with the J&S-KIA Ride-In, Flag Raising Ceremony and its program of events.

\$\_\_\_\_\_ Is the Sponsorship Level we choose and it is called \_\_\_\_\_

Brief Description \_\_\_\_\_  
\_\_\_\_\_

Organization Name, Address, Contact information:  
\_\_\_\_\_

Email \_\_\_\_\_

Phone numbers \_\_\_\_\_

\_\_\_\_\_ Yes I am interested in a business sponsorship booth at the KIA Event September 3<sup>rd</sup>, 2011.

Authorized Agent of Organization,  
\_\_\_\_\_

Print Name \_\_\_\_\_

“Jay Cohen” Event Organizer 831-521-1089 C/O J&S Surplus, KIA Ride-In & Flag Raising Ceremony  
J&S Surplus, Hwy 1 & N. Struve Road, Moss Landing, CA. 95039

[www.SurplusInc.com](http://www.SurplusInc.com)

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*The USA/KIA DOW Family Foundation and J& S Surplus thank you for your generous sponsorship!*

