



# 2022 SPONSORSHIP OPPORTUNITIES

65TH ANNUAL AIRSTREAM CLUB INTERNATIONAL RALLY



## ALL SPONSORSHIP PACKAGES INCLUDE:

#acirally2022

- Listing in the club's widely read magazine, the Blue Beret
- Listing in the rally program (sponsorships of \$1000 or more receive 1/4 page or larger ad)
- Listing with link on Grupio (mobile event app)
- Mention in all relative digital and print promotional materials and press releases

## MAXIMIZE YOUR VISIBILITY AND BRAND EXPOSURE AT THE 65TH ANNUAL AIRSTREAM CLUB INTERNATIONAL RALLY!

Stand out at the largest annual Airstream Rally of the year with a high-impact, high-ROI sponsorship opportunity. Position your company in front of 1500+ Airstreamers!

Sponsorship opportunities are available in a range of price points to fit budgets of all sizes. We're happy to work with you to create a turnkey sponsorship package to deliver on your marketing objectives.

**CONTACT KRISTY YONYON AT 937-596-5211 OR  
COMMENTS@AIRSTREAMCLUB.ORG TO SECURE YOUR  
SPONSORSHIP OPPORTUNITY TODAY!**

*All sponsorships are subject to the approval of the Fryeburg Fairgrounds  
Deadline to reserve and submit graphics: April 15, 2022*



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# ATTENDEE EXPERIENCE & ACTIVITIES

65TH ANNUAL AIRSTREAM CLUB INTERNATIONAL RALLY



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## OPENING / CLOSING CEREMONIES MAIN STAGE

Be the sponsor to kick things off with the loudest rally cry of them all! The name-in-title sponsor of our opening ceremonies comes with opportunities for big-time brand visibility including signage opportunities at the main stage for the duration of rally, collateral materials on general assembly seating and a brief video or live address to the audience. Sponsor will receive additional exposure through live simulcast of opening/closing ceremonies on social media.

## WELCOME MEAL

There is one large meal included with the registration cost at rally that brings all 1500+ attendees together at the start. Sponsor will receive huge kudos for support derived from this sponsorship that will make it possible to provide a more satisfactory meal in quality and taste. In addition to making an impression on everyone by providing an upgrade on the Rally Welcome Meal, sponsor will receive press leading up to the event. Beyond name-in-title recognition, this sponsorship may include on-site signage and distribution of collateral materials.

## WORKSHOPS - PRESENTING SPONSOR

Six days of daily seminars avails attendees more than 55 sessions on topics focused on Maintenance and Technical, Airstream Lifestyle, Club Leadership, Hobbies, Crafts and Special Interests, and History and Storytelling. Presenting sponsors of any session will receive exposure in the program guide and in all promotions leading up to the session. On site, sponsor's collateral materials can be placed on seminar seating and sponsor signage can be placed on or near the seminar stage.

Pg 2 of 9



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## TOURS / EXCURSIONS

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Make a special event possible thanks to your company's generous support and associate your brand with a group outing! Sponsorship includes the option to distribute collateral material to tour attendees and includes sponsor mention in all relative digital and print promotional materials and press releases.

## BICYCLE CORRAL / TOUR

Associate your brand with the annual bike tour that takes off from rally grounds! Further engage attendees riding their bikes around the fairgrounds by sponsoring a valet service on-site where bikes can be parked in a secure location with brand ambassadors staffed at the bike corral.

## ICE CREAM SOCIAL

A crowd favorite, this sponsorship opportunity includes the option to provide a discount off ice cream available daily at rally. Sponsor may promote a designated time for an ice cream social with networking to follow a presentation by a brand ambassador. Boost the sponsorship by providing branded cups / napkins.

## NEW MEMBERS GAM

According to our 2021 survey, Get Acquainted Meetings (GAMs) are the #1 most requested activity of rally attendees. Get in on the action by sponsoring a mixer! Sponsorship may include signage at the event, and sponsor may distribute SWAG to all attendees or for prize winnings during the event.

## COMMUNITY CAUSE DAYS / BLOOD DRIVE

Help ensure a big turnout for community service efforts at rally by associating your brand with a charity walk or blood drive at rally. Be the company to deliver raffle prizes, gifts and other goodies to all participants alike to help ensure attendees feel appreciated for their efforts.

Pg 3 of 9



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## DOG PARK / PET PARADE

Brighten everyone's day by sponsoring the ever-popular dog park at rally. Many Airstreamers travel with furry companions, and this sponsorship opportunity is the purrfect fit for the pet-affiliated company. Beyond name-in-title and signage opportunities, sponsorship may extend to the pet parade, where prizes are awarded for different classes including cats, birds and dogs who come to rally!

## KIDS' GAMES

Bring special programming designed for our younger crowd to new heights by sponsoring various activities including scavenger hunts, hikes, arts, crafts and more.

## CASINO NIGHT

Be the sponsor to bring this special private themed event to rally! Sponsorship includes signage at event and sponsor mention in all digital and print promotional materials and press releases surrounding special event. Space is limited to 150 guests at a time; target audience can be decided by sponsor.

## POPCORN AND MOVIE NIGHT

Sponsor a family-friendly movie night to draw the crowd together in front of the big screen! Sponsor may opt to provide branded containers for popcorn, collateral materials to distribute to movie guests, and/or a promotional video before and after the movie.

## STAR GAZING

Sponsor a black-out night with your company's name in the title of this special event. Print instructions to find constellations in the night sky accompanied by directions to your booth location by day!

Pg 4 of 9



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# BRAND PROMOTION & SIGNAGE

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## MOBILE APP **THANK YOU, HARVEST HOSTS!** #acirally2022

The International Rally schedule and logistics are posted to the mobile event app, Grupio. The sponsor of our mobile app will experience a high level of impressions, since it's endorsed as a go-to for everything from daily push notifications to seminar schedules, maps, attendee lists and more!

## WELCOME BAGS **THANK YOU, AIRSTREAM SUPPLY COMPANY!**

Every registered rig receives a goodie bag! Welcome bags traditionally include must-haves such as the rally program, pins, plaque and local tourist destination brochures. The sponsor will receive logo placement on each bag along with the opportunity to provide promotional items inside.

## NAME BADGE LANYARDS **THANK YOU, AIRSTREAM OF LEBANON!**

Leave a lasting impression of your brand by sponsoring the bulldog clip lanyards that every attendee receives in their welcome bag to attach to their rally name badge. They make every rally attendee a walking ad for your company and provide a great keepsake.

## MAPS / WAYFINDING SIGNAGE / FLOOR DECALS

The Fryeburg Fairgrounds has twelve event spaces with paved midways between, availing many high-traffic opportunities to expose your brand with professionally printed maps and graphics.

## HYDRATION STATION **THANK YOU, AIRSTREAM INC.!**

A frequent stop for most of the crowd, the water bar sponsor is sure to please attendees with this must-have provision: sponsorship can take the form of signage, re-fillable canteens and/or branded wraps for water bottles.

Pg 5 of 9



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## ICE TRUCK

Bagged ice is a cool way to bring your brand to the attention of rally attendees! Sponsor would generate a lot of excitement, since rally attendees have repeatedly requested this service at rally. Possibilities for sponsorship may include branding the ice truck and distributing collateral with ice delivery.

## SHUTTLE SPONSOR

The 2022 Rally Planning Committee has the opportunity to utilize the fairgrounds people movers, but this will only be possible through the in-kind donation of tow vehicles and responsible drivers. Additional impressions can be made through signage at drop off/pick up locations.

## Wi-Fi LOUNGE

Make a memorable connection with attendees by sponsoring the two Wi-Fi lounges located at the campgrounds. There are multiple options to enhance the experience inside the lounge, perhaps by sponsoring a gaming session, a YouTube viewing or a trivia night coupled with signage outside and collateral materials provided inside.

## CARGO TRAILER - PHOTO OP

The Airstream Club International Cargo Trailer proved to be a popular spot for photos in its debut at rally last year. Seize the opportunity of a captive audience to sponsor a company representative to be on site to engage with guests by offering to snap photos of attendees and pass out collateral materials in return. The savvy marketer would take this one viral, by encouraging social media posts with a unique sponsored hashtag!

Pg 6 of 9



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## FOOD TRUCK TICKET BACK

There's one sure way to an Airstreamer's heart: through their stomach! Fryeburg has some great local food truck options slated to roll into the fairgrounds for Rally. Sponsoring a coupon redeemable at a food truck window can be coupled with a take-away message to drive traffic to your exhibit booth or a QR code to your website.

## PICNIC TABLE TENTS

An easy way to create highly visible and repeat impressions on the crowd, sponsored table tents will be placed atop 300 picnic tables on site.

## MIST TENT

A favorite of young and old alike, a branded 10x10 pop upgraded with sprinklers keeps the crowd coming back to your sponsored spot for more! Consider enhancing the experience by providing a refreshment.

## TRASH CAN WRAPS

Strategically placed trash cans throughout the rally grounds avail themselves for an eye catching opportunity for your brand or message.

## PUMP OUT / RESTROOMS

No one will be able to skip out on this impressionable opportunity! Sponsorship may include name-in-title rights to pump out services, collateral drop upon pump out and/or signage on interior of public bathroom stalls.





# EXHIBITOR & DEMO OPPORTUNITIES

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## EXHIBITOR / POP UP EXHIBITOR

A favorite attraction each year, the Airstream Club International Rally Exhibit Hall offers a little bit of something for everyone! The Exhibit Hall is open each day of the rally from 9 a.m. - 4 p.m. and is a consumer show. Attendees come to test products first-hand, talk to industry experts and shop from local artisans. For those unable to attend the entire event, a daily pop-up exhibitor fee is available.

## MORNING HOSPITALITY BREAK

Be the bright spot to everyone's morning by sponsoring the a.m. refreshment break inside the exhibit hall! A sign indicating the sponsor of the coffee will be posted each day.

## PULLING RING DEMO

Book a time slot for your hands-on large trailer or equipment demonstration in the famous Fryeburg Fairgrounds Pulling Ring! Tiered bleacher seating is available to accommodate sight lines for large crowds.

## LIVE COMMERCIAL PAVILION

Book a time slot to "go live" with your product demo at one of five on site covered pavilions. Your brand ambassador will be advertised ahead of the allotted time, and sponsorship includes the opportunity to "go live" on Facebook for added exposure!







# DONATIONS IN KIND

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## RAFFLES & DOOR PRIZES

In addition to sponsorship dollars, your support is welcome in the form of in-kind donations for door prizes. Raffle drawings take place throughout the event to thank volunteers and at special functions like the First-Timer's GAM. Raffles are always a fun way to engage the general attendance as well, sending the Airstream Club member home with a sponsored memento.

