

★ THUNDER IN ★ MUNCIE

Thunder in Muncie June 6-7, 2009 Sponsor Information and Vendor form

DieselSport Promotions would like to invite you to the 2009 Thunder in Muncie. Ten years ago, we began a journey in pioneering what is today's standard in diesel events. This event has grown from 75 participants to 2008's 15,700 at ORP. The economy has forced us to bring it back home to Muncie and we are happy to have you with us.

Event Sponsorships

Presenting Sponsor: \$15,000

- Name in title: Thunder in Muncie presented by: *****.
- Logo on event t-shirts.
- Logo on all event advertising.
- Display of banners at event. Two (2) facility-wide (36" X 72") and three (3) track side sponsor-supplied banners. Track side banners should be no more than 24" X 60" in size.
- Distribution of product giveaways at event.
- PA announcements during event. Sponsor to supply 30-second mp3 pre-recorded spot. If no mp3 is provided, the sponsor must provide a script for the announcer.
- Vendor booth at event. Vendor sheet will need to be filled out for our records of booth size desired.
- Product information, logos and links will be displayed on the Thunder in Muncie website in the Sponsors section.
- One (1) 30 second commercial advertisement to be aired during webcasts
- Company representative to attend awards ceremonies and hand out trophies.
- Decals handed to all event participants.
- T-shirt tosses during event.
- Fifteen (15) event tickets.
- Copies of mailing lists compiled by DieselSport Promotions.

Official Product: \$5,000

- Logo on event t-shirts.
- Logo on all event advertising.
- Display of banners at event. Two (2) facility-wide (36" X 72") and three (3) track side sponsor-supplied banners. Track side banners should be no more than 24" X 60" in size.
- Four (4) per day; PA announcements during event. Sponsor to supply 30-second mp3 pre-recorded spot. If no mp3 is provided, the announcer will just say sponsor's name in appreciation for their support.
- Vendor booth at event. Vendor sheet will need to be filled out for our records of booth size desired.
- Product information, logos and links will be displayed on the Thunder in Muncie website in the Sponsors section.
- One (1) 30 second commercial advertisement to be aired during webcasts
- Decals handed to all event participants.
- Ten (10) event tickets.
- Copies of mailing lists compiled by DieselSport Promotions.

Associate Sponsor: \$2,000

- Logo on event t-shirts.
- Display of banners at event. Two (2) facility-wide (36" X 72") and three (3) track side sponsor-supplied banners. Track side banners should be no more than 24" X 60" in size.
- Two (2) per day; PA announcements during event. Sponsor to supply 30-second mp3 pre-recorded spot. If no mp3 is provided, the announcer will just say sponsor's name in appreciation for their support.
- Vendor booth at event. Vendor sheet will need to be filled out for our records of booth size desired.
- Product information, logos and links will be displayed on the Thunder in Muncie website in the Sponsors section.
- Ten (10) event tickets.

Vendor display area:

10' x 10'; 10' x 20'; 20' x 20' non-trailer display areas.

Trailer display up to 40'.

Trailer display larger than 40'.

Vendor package includes:

- A) Booth Space in Midway area
- B) 5 event passes
- C) web link from the event web site

**There will not be a Show-n-Shine, instead we will be offering "feature vehicles" if your company would like to have a feature vehicle in their booth or in the designated area, please email us at dieselsport@verizon.net

Make checks payable to:
 DieselSport Promotions
 9650 W. 400 S
 Redkey, IN 47373

2009 Thunder in Muncie Registration Form

COMPANY INFORMATION

Name of Company	
Street Address	
City, State Zip	
Web URL	
Email Address	
Contact Name	

LEVEL SELECTION

Event Description	10'x10' Vendor	20'x20' Vendor	Trailer <40'	Trailer >40'	Assoc. Sponsor	Product Sponsor	Presenting Sponsor
Thunder in Muncie	\$300	\$400	\$500	\$1000	\$2000	\$5000	\$15,000
Early Bird Special**	\$250	\$350	\$400	\$900	N/A	N/A	N/A
**Deadline 3/1/09							
Amount Enclosed→							

INTERNAL USE ONLY

Date Received	
Logo Artwork	
Booth Number	