

THUNDER ON THE NIAGARA



The THUNDER ON THE NIAGARA returns this summer on August 20 - 21 2011 at Gratwick Park, North Tonawanda, NY with Fast, Loud HYDROPLANE Racing !!

We invite YOUR CORPORATION to partner with us by becoming a sponsor !!

Our organization is the Niagara Frontier Boat Racing Association. We are a 501(c)(3) not for profit organization. We are governed by the American Power Boat Association, and partake in a joint sanction with the Canadian Boating Federation.

Hydroplane racing has continued on the Niagara River since 1939.

Our current event attracts THOUSANDS of local fans over the two-day event, including 70-80 race teams from the East Coast, Mid West, and Canada.

In our immediate area, we are fortunate to have many championship teams! You may recognize such names as the Barker Family, the Butler family, the Less family, the Brodie family, the Monette-Bush family, the Endres family, the Thompson family, John Krebs, and Dan Kanfoush. Each family currently has 2-3 generations, if not more, of racers on the water, winning National Championships!!

Our advertising campaign will be aggressive this year, including radio, print, direct mailing, programs and signs.

Experience the sales and marketing opportunities this event can offer!

Help us keep this tradition alive in Tonawanda



OVERVIEW OF PARTNER OPTIONS:

\$25,000 TITLE SPONSORSHIP

“The XYZ Corporation presents, Thunder on the Niagara”

- * Your Corporate Logo appears as the Title Sponsor, and on all event advertising – TV, radio, newspaper, banners and programs.
- * Display area for your company products.
- * For your employees, family and friends:
- * Your own Private VIP tent – supplied by NFBRA

\$5,000 PRESENTING SPONSORSHIP

- * In addition to benefiting from the advertising mediums used to promote the event, you will have a Race Boat with YOUR Corporate Logo on it, racing for YOUR firm.
- * Your Corporation listed in the program as Presenting Sponsor and announced over the PA system throughout the two day event.
- * A Full Page ad for your Corporation in the program.
- * Display area for your company products.
- * For your employees, family and friends:
25 VIP* passes.

\$2,500 CLASS SPONSOR

- * YOUR Corporate Logo on a race boat, racing for your firm
- * Your Corporate Name announced over the PA system as a Class Sponsor throughout the two day event.
- * A 1 / 2 Page ad for your Corporation in the program.
- * Display area for your company products.
- * For your employees, family and friends:
20 VIP* passes.

\$1000 ASSOCIATE SPONSOR

- * YOUR Corporate Logo on a race boat, racing for your firm.
- * Your Corporate Name announced over the PA system as an Associate Sponsor throughout the two day event.
- * A 1 / 4 Page ad for your Corporation in the program.
- * Display area for your company products.
- * For your employees, family and friends:
10 VIP* passes.

VIP* AREA: Exclusive Viewing Area near the Start/Finish Line with and access to the pits.

DID YOU KNOW that your company's ad will be seen by thousands as each local fan entering the event area will receive a program over this two-day event.

Don't miss out on our Program Book opportunities if the above levels of sponsorship don't fit your corporation.

Our costs are affordable for this type of exposure compared to a one-time ad in our local papers. The cost of one-time ads in our local papers is approximately \$160 for a business card ad and \$370 for a 1 / 4 page ad.

With such great history and local fans eager to watch this off-road racing every year, you can be sure that advertising with us will bring your company great exposure.

PROGRAM BOOK

- \$100** Business Card ad in program and online promotional page (includes 2 pit passes)
- \$200** 1 / 4 page ad in program and online promotional page (includes PA promotion and 4 pit passes)
- \$400** 1 / 2 page ad in program and online promotional page (includes PA promotion and 6 pit passes)
- \$600** Full page ad in program and online promotional page (includes PA promotion and 10 pit passes)

Make your checks payable to:

NFBRA

Please include your Corporate information and camera ready artwork.

Please send your check and information to:

**Luanne Monette
76 Grove Street
Tonawanda, NY 14150**

**Or contact Scott with questions at:
scott@thunderonniagara.com or 716-997-2444**

(Private tents available at additional costs for VIP area)