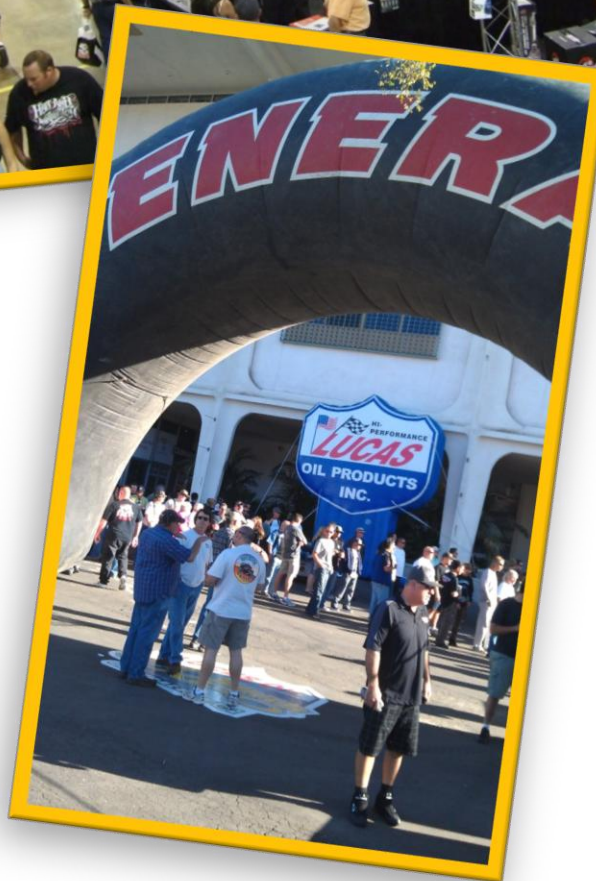


2012 SPONSOR RATE CARD



LUCAS OIL.
OFF-ROAD
EXPO

Powered by:

GENERALTIRE 

OVERVIEW



**IN 2012, PUT MORE
POWER BEHIND YOUR
OFF-ROAD MESSAGE
WITH THE OFF-ROAD
EXPO!!!!!!**



**JOINING OFF-ROAD EXPO
GETS YOU:**



**❑ ACCESS TO THE COUNTRY'S
LARGEST OFF-ROAD CONSUMER
SHOW!**

**❑ 50,000+ FANS AND ENTHUSIASTS
ACROSS EVERY AGE AND
DEMOGRAPHIC IN THE OFF-ROAD
WORLD!**



**❑ PRODUCT SAMPLING AND
DIRECT INTERACTION WITH YOUR
BEST CUSTOMERS!**

SPONSORSHIP POSITIONS



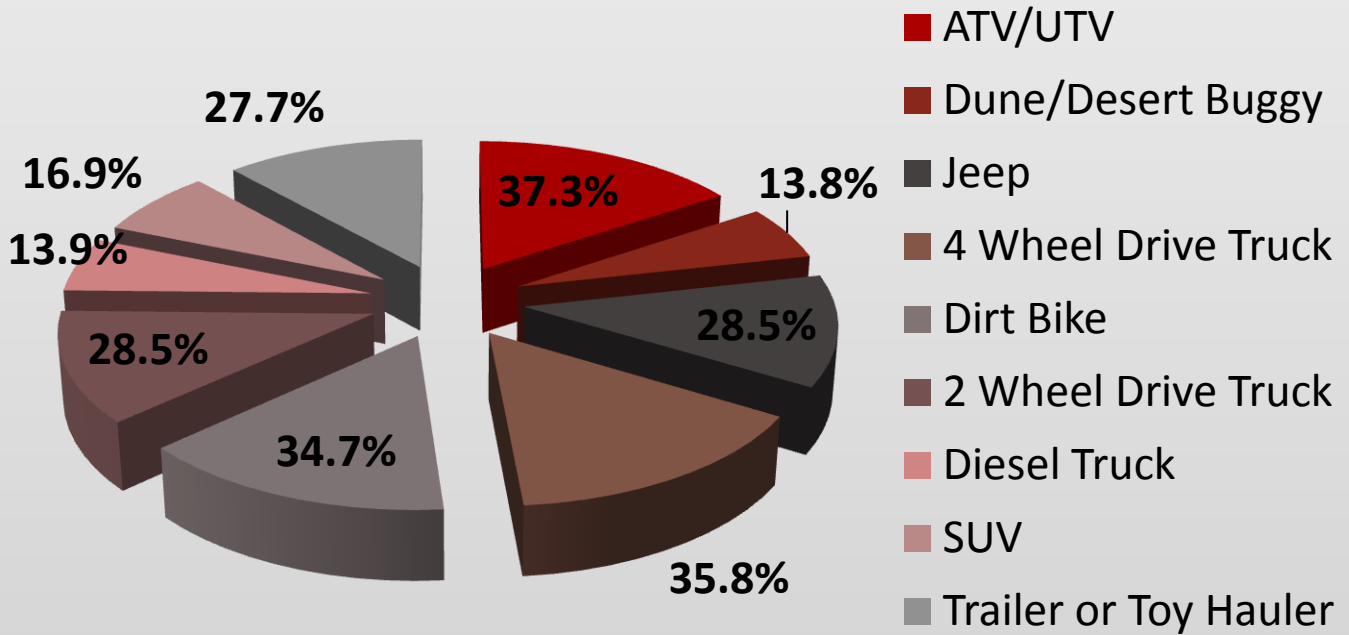
SPONSORSHIP POSITIONS AVAILABLE:

- **NAME IN TITLE SPONSOR**
 - SOLD
- **POWERED BY SPONSOR**
 - SOLD
- **FEATURE SPONSOR**
 - \$25,000 - Off Road Expo Exhibition Course
 - \$15,000 - Freestyle Motocross
 - \$10,000 - Main Stage Sponsor
 - \$7,500 - Miss Off Road Contest
- **OFFICIAL PRODUCT SPONSOR**
 - \$15,000
- **OUTDOOR VISION SCREEN SPONSOR - 3 Locations Outside**
 - \$20,000
- **INDOOR VISION SCREEN SPONSOR - All 3 Buildings**
 - \$20,000
- **Kids Free Sponsor**
 - \$15,000
- **Commercial Package**
 - \$5,000
- **BOOTH ONLY**
 - \$750 per 10 x 10

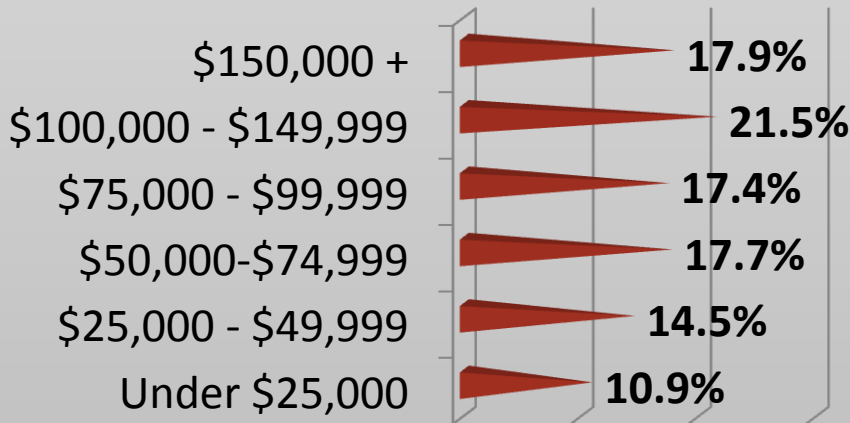
DEMOGRAPHICS



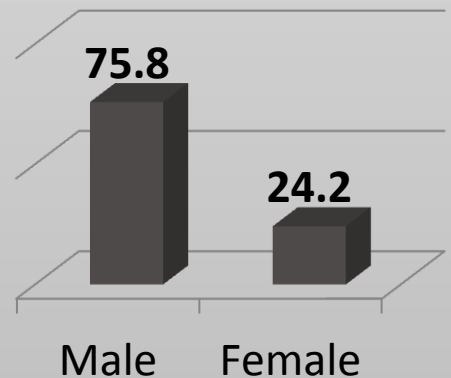
OFF-ROAD VEHICLE TYPE OWNED



HOUSEHOLD INCOME



GENDER

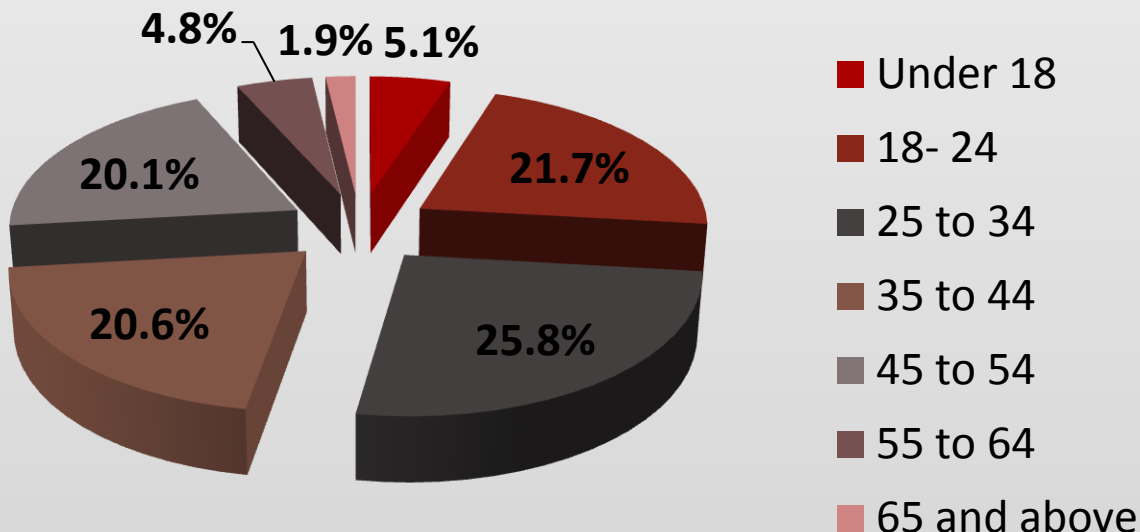


****Survey Report 2009 Attendees**

DEMOGRAPHICS CONTINUED



AGE RANGE



How Much Did Attendees Spend
at the OFF-ROAD Expo on
Products and Equipment?

42.5% Spent \$1-\$99

23.3% Spent \$100 to \$499

34.2% Spent over \$500

****Survey Report 2009 Attendees**

FEATURE SPONSOR



- Features include Off Road Expo Exhibition Course - \$25,000, Freestyle Motorcross - \$15,000, or the Miss Off Road Contest - \$7,500. Sales Representative will negotiate desired feature.
- Right to use the 2011 Feature Logo for ORE in Corporate Advertising.
- Feature will be identified and logo will be placed in all house ads, print materials, and on the ORE website.
- Up to a 30' x 80' display space at ORE next to sponsored feature. May be used for distributor to retail sponsor's products only.
- Banner placement in and around Feature and throughout the event facility.
- (5) Public Announcements per day (minimum).
- Sponsor logo will appear on any trophies or apparel made specifically for feature of ORE.
- Opportunity to create customized apparel to be used as awards (i.e. jackets, t-shirts, and hats). Apparel must be supplied by sponsor.
- Opportunity to have ORE cross promote product giveaway program.
- Opportunity to place promotional literature throughout certain areas at ORE.
- Opportunity for product sampling and giveaways (some limitations may apply.)
- Right to use Proud Sponsor logo in corporate advertising.

SPONSORSHIP NET COST:

\$25,000 \$15,000 \$7,500

[] I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

NO CANCELLATIONS OR SUBLEASING OF SPONSORSHIPS

RETURN COMPLETED FORM TO :
Lindsay Hubley
The Promotion Company
838 N. Delaware Street
Indianapolis, IN 46204
PH: 317-236-6515
FX: 317-236-6519
LHUBLEY@FAMILYEVENTS.COM

FULL CONTRACT WILL BE DELIEVERED UPON EXECUTION OF SPONSORSHIP FORM.

MAIN STAGE SPONSOR



- The Main Stage sponsor receives naming and branding rights to the ORE Main Stage.
- Right to use the 2010 Main Stage Sponsor logo in corporate advertising.
- Sponsor will receive exposure by being included in all non-sponsored ORE marketing materials including but not limited to the ORE house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Up to a 20' x 20' display area during ORE. Space may be used by a distributor to retail sponsor's products only.
- Display will be next to the Main Stage.
- Custom banner stage backdrop and side panels will clearly demonstrate the Main Stage Sponsor.
- (5) Public Address announcements per day (minimum).
- All references to the Main Stage during the event will include Sponsor recognition.
- (8) Banner Placements throughout show (minimum). Sponsor will be required to provide banners.
- Opportunity to have ORE to promote product giveaway program.
- Opportunity to place promotional literature at the Main Stage and various venue locations.
- Opportunity for product sampling and giveaways.

SPONSORSHIP NET COST: \$10,000

[] I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

NO CANCELLATIONS OR SUBLEASING OF SPONSORSHIPS

RETURN COMPLETED FORM TO :
Lindsay Hubley
The Promotion Company
838 N. Delaware Street
Indianapolis, IN 46204
PH: 317-236-6515
FX: 317-236-6519
LHUBLEY@FAMILYEVENTS.COM

FULL CONTRACT WILL BE DELIVERED UPON EXECUTION OF SPONSORSHIP FORM.

OFFICIAL PRODUCT SPONSOR



- Sponsor receives the right to use/include the Official Product of ORE logo to refer to a product as an Official Product of the ORE in corporate marketing and advertising. Note: Official Product status is subject to the approval of the ORE Administrative Staff.
- Sponsor will receive exposure by being included in all non-sponsored ORE marketing materials including but not limited to the ORE house ads, internet promotions, flyers, posters, direct mail, and promotional material
- Sponsor's full color logo will be placed on the ORE website and identified as Official Product.
- Official Products will be identified and logos will be placed above event level sponsors in ORE house ads and the ORE website.
- Up to 30' x 80' display space at ORE. May be used by a distributor to retail sponsor's products only.
- (5) Public Address Announcements per day (minimum).
- (5) Banner Placements throughout the show (minimum). Sponsor will be required to supply banners.
- Opportunity to have ORE cross promote a giveaway or product incentive program.
- Opportunity to place promotional literature throughout the event facility.
- Opportunity for product sampling and giveaways

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

NO CANCELLATIONS OR SUBLEASING OF SPONSORSHIPS

SPONSORSHIP NET COST: \$15,000

[] I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

RETURN COMPLETED FORM TO :

Lindsay Hubley
The Promotion Company
838 N. Delaware Street
Indianapolis, IN 46204
PH: 317-236-6515
FX: 317-236-6519
LHUBLEY@FAMILYEVENTS.COM

FULL CONTRACT WILL BE DELIEVERED UPON EXECUTION OF SPONSORSHIP FORM.

OUTDOOR VISION SCREEN SPONSOR



- Be Visionary with this high profile opportunity
- Ability to design a customized program to reach your target audience through the Outdoor Vision Screen Sponsor
- Display Space will be next to Vision Screen (the most highly Visible Vision Screen on the Event Grounds).
- Up to 30' x 80' display space at ORE. May be used by a distributor to retail sponsor's products only.
- Inclusion on all non-sponsored ORE marketing materials, including but not limited to internet promotions, flyers, posters, direct mail, email blasts, and promotional materials.
- Custom Banner Package around Vision Screen will carry Sponsor's logo. This will clearly demonstrate Vision Screen Sponsor.
- Graphics of Sponsor's logo will be placed on mobile Vision Screen Carrying Unit.
- A minimum of six 30-second spots will be placed on the Vision Screen each day. Sponsor must supply vision screen commercials.
- (5) Public Address Announcements per day (minimum).
- (5) Banner Placements throughout the show (minimum). Sponsor will be required to supply banners.
- Opportunity to have ORE cross promote a giveaway or product incentive program.
- Opportunity to place promotional literature throughout the event facility.
- Opportunity for product sampling and giveaways

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

**NO CANCELLATIONS OR
SUBLEASING OF
SPONSORSHIPS**

SPONSORSHIP NET COST: \$20,000

- For all 3 Outdoor Jumbotrons

[] I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

RETURN COMPLETED

FORM TO :

Lindsay Hubley

The Promotion Company

838 N. Delaware Street

Indianapolis, IN 46204

PH: 317-236-6515

FX: 317-236-6519

LHUBLEY@FAMILYEVENTS.COM

**FULL CONTRACT WILL BE
DELIVERED UPON
EXECUTION OF
SPONSORSHIP FORM.**

INDOOR VISION SCREEN SPONSOR



- Be Visionary with this high profile opportunity! (Only 3 Available)
- Ability to design a customized program to reach your target audience through a Indoor Vision Screen Sponsorship
- 20' x 20' display space at ORE by your Vision Screen or other desired location . May be used by a distributor to retail sponsor's products only.
- Inclusion on all non-sponsored ORE marketing materials, including but not limited to internet promotions, flyers, posters, direct mail, email blasts, and promotional materials.
- Custom Banner Package around Vision Screen will carry Sponsor's logo. This will clearly demonstrate Vision Screen Sponsor.
- Graphics of Sponsor's logo will be placed on mobile Vision Screen Carrying Unit.
- A minimum of six 30-second spots will be placed on the Vision Screen each day. Commercials will run all ALL Vision Screens at the Event. Sponsor must supply vision screen commercials.
- (5) Public Address Announcements per day (minimum).
- (5) Banner Placements throughout the show (minimum). Sponsor will be required to supply banners.
- Opportunity to have ORE cross promote a giveaway or product incentive program.
- Opportunity to place promotional literature throughout the event facility.

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

**NO CANCELLATIONS OR
SUBLEASING OF
SPONSORSHIPS**

SPONSORSHIP NET COST: \$20,000

- For all 3 Buildings

I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

**RETURN COMPLETED
FORM TO :**

**Lindsay Hubley
The Promotion Company
838 N. Delaware Street
Indianapolis, IN 46204
PH: 317-236-6515
FX: 317-236-6519
LHUBLEY@FAMILYEVENTS.COM**

**FULL CONTRACT WILL BE
DELIVERED UPON
EXECUTION OF
SPONSORSHIP FORM.**

VISION SCREEN COMMERCIAL PACKAGE



- The Vision Screen Commercial Package is perfect for brands that are looking for additional traffic building, branding, and onsite sales. The Vision Screen Commercial Package also provides for brands that cannot be onsite at the event. This is a perfect supplement to any booth space package at the show!
- Your brand will be on a regular rotation of commercials for each day of the show. Your commercial will run at least ten times per day of the event.
- Commercials must be supplied by client for use.

50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is October 31st, 2010.

Note: Corporations seeking multiple brand logo representation will be subject to a surcharge for each additional brand.

No Category Exclusivity
No Use of the ORE logo without TPC permission.

**NO CANCELLATIONS OR
SUBLEASING OF
SPONSORSHIPS**

PACKAGE NET COST: \$5,000

I understand and accept the terms of the above sponsorship.

Company: _____ Title: _____

Authorized Signature: _____ Date: _____

Email: _____

Address: _____ City, State, Zip: _____

Agreed to and Accepted by TPC Management: _____

**RETURN COMPLETED
FORM TO :**

**Lindsay Hubley
The Promotion Company
838 N. Delaware Street
Indianapolis, IN 46204
PH: 317-236-6515
FX: 317-236-6519
LHUBLEY@FAMILYEVENTS.COM**

**FULL CONTRACT WILL BE
DELIVERED UPON
EXECUTION OF
SPONSORSHIP FORM.**