



2015

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# Proposal for

## 2015 Matanzas Jeep Club Sponsorship Request

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## i. Summary

Matanzas Jeep Club, Inc. (MJC) is a diverse group of off-road enthusiasts that actively supports our wounded veterans throughout the calendar year via multiple charity fund raiser events and meetings.

MJC is actively seeking off-road industry and private corporate sponsors to partner with us in raising money & awareness to support our combat wounded veterans and their families.

MJC is seeking monetary donations as well as raffle prizes as outlined in section IX: Sponsorship Opportunities, to assist us in our fund raising efforts.

Total anticipated budget: \$11,000

Total anticipated funds raised: \$25,000

## II. Introduction

The Matanzas Jeep Club, Inc. (MJC), a 501(c)4 organization, is a group of off-road enthusiasts based in St. Augustine, Florida with membership throughout North East Florida that practices Tread Lightly principles.

Our mission statement is:

*"To be good stewards of the off road sport while giving back to those who gave so much."*



MJC has historically hosted two events every year to raise funds for veteran's organizations, this year's events are primarily for the Fort Benning Wounded Warrior Association (FBWWA) and Poison Patriots Fund of America (PPFOA).



Our annual Summer Show & Shine is our most attended and successful event and while it continues to grow each year, 2014 was a record breaker with 281 registered jeeps and nearly 1,000 people in attendance. We raised over \$10,000.00 for the charities: The Fort Benning Wounded Warrior Association and the Veteran's Farm of Jacksonville. If we track with prior years, we anticipate 20% growth in 2015.

We also host the annual Fort Benning Wounded Warriors Fall Crawl, always held in the Southeast US. This event has been hosted at some premiere off road venues such as River Rock ORV, Durhamtown Plantation and Choccolocco Off Road Park in Jacksonville, AL.

MJC also provides staffing resources for Happy Trails 4x4 annual Spring Off-Road Poker Run that directly benefits the Wildlife Coalition and Fort Benning Wounded Warriors Association.

We are excited to announce a third event this year, our "Black Tie Gala and award ceremony." This event promises to bring even more attention to our sport and additional types of sponsorship opportunities to the organization.

Thank you for taking the time to review this packet and we hope you can find a place to be a part of our dynamic and growing organization.

### III. Need

We are actively seeking partnerships with the off road business community and private corporations to sponsor our efforts. MJC offers in return to promote our sponsors via multiple marketing venues as well as provide vendor/display opportunities at each of our events through 2015.

### IV. Objective

Our primary objective is to successfully execute our fund raiser events. The 2015 events are as follows:

#### **7<sup>th</sup> Annual Show ~N~Shine**

July 18<sup>th</sup> at St Augustine Flea Market

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#### **7<sup>th</sup> Annual FBWWA Fall Crawl**

October 8<sup>th</sup> to 11<sup>th</sup>, 2015 in Choccolocco Mtn ORV Alabama

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#### **1<sup>st</sup> Annual Black Tie Gala and Award Ceremony**

December 4<sup>th</sup> in Orange Park, Florida

## v. Marketing Plan

Our marketing plan involves multiple fronts.

- Promotion of the event via the Matanzas Jeep Club website ([www.matanzasjeepclub.org](http://www.matanzasjeepclub.org)), forum, Twitter (@M\_Jeep\_C with ~1500 followers), Instagram, and the MJC Facebook page. Daily reach on Facebook approached 5,000 running up to 2014's show.
- Two week long radio promotion for the Show and Shine.
- Multiple appearances on local media by club officers as well as speaking directly to local civic organizations. (Contact Flint Anderson if you would like us to come and speak at your meeting)
- Fliers, posters and banners at local businesses as well as advertisement at other jeep events leading up to MJC's events.
- Electronic billboard style advertisement for each event and for our Title sponsors advertising on all screens maintained by Mobile Charge Kiosk.

## vi. Timetable

The events for 2015 will be as follows:

Event Title	Description of Event	Event Dates	Location
Show N Shine	Supports FBWWA & PPFOA	07/18/15	ST. Augustine Flea Market
Fall Crawl	Supporting FBWWA	10/8 - 10/11	Choccolocco, AL
Black Tie Gala	Supporting All designated charities	12/05/15	Orange Park, FL

## vii. Budget

The annual budget is as follows:

Event Title	Description of Expenditures	Anticipated Costs
Show N Shine	T-shirts, decals, grab bags, insurance, promo	\$5,000
Fall Crawl	T-shirts, decals, grab bags, promo,	\$1,000
Black Tie Gala	Venue, food, gifts, insurance, promos	\$5,700.00
	<b>Total</b>	\$11,700.00

Last year's dash plaque for Fall Crawl attendees:



## viii. Key Personnel

Club Officers, Flint Anderson (President), and the MJC Board of Directors, will oversee the planning and execution of all events and will work with club members as needed and report progress. Various committees comprised of club members will be formed to assist with the planning and execution of MJC's 2015 fund-raiser events.

## ix. Sponsorship Opportunities

<u>Sponsor Level</u>	<u>Title Sponsor</u>	<u>General Sponsor</u>	<u>Entry Level</u>	<u>Club Supporter</u>
Contribution Level (cash or raffle prizes)	\$2,500.00	\$1,000.00	\$500	\$100
Vendor display area on day of events	Yes	Yes	Yes	Yes
Logo on Event webpage	Prominent	Medium	Small	No
Logo on Event t-shirt	Prominent	Medium	Small	Small
Social Media Exposure	Yes	Yes	Yes	Yes
Banner display at event registration	Yes	Yes	Yes	Yes
Logo on printed posters/fliers	Yes	Yes	Yes	No
Logo on event mailers/promo cards	Yes	Yes	Yes	No
Radio advertisement campaign	Yes	Yes	Yes	No

## x. Next Steps

MJC appreciates your consideration of this endeavor.

Contact MJC President, Flint Anderson 904-716-2414 with any commitments or questions. If you want to partner with our organization but have a different way you would like to work together please contact us.

Send us a reply with the level of sponsorship your organization is likely to contribute: [Flint.anderson@matanzasjeepclub.net](mailto:Flint.anderson@matanzasjeepclub.net)

Please send us your corporate logos to be included in our marketing efforts and for event t-shirts/website/fliers, etc.

# xi. Item Requests

- We are in need of all manner of raffle prizes for major events and monthly meetings.
- Sponsors are responsible for providing their own banners and shade tents at event venues.

Last year's Show-N-Shine T-Shirt Artwork:





# Matanzas Jeep Club

presents their



# 7th Annual Show-N-Shine

benefitting charities:



Fort Benning



Wounded Warriors Association



**POISONED PATRIOTS FUND**  
OF AMERICA



## Saturday, July 18th, 9am to 3pm

## St Augustine Flea Market @ 2495 State Road 207, St Augustine Fl

Raffles - 50/50 - Jeep Creep - RTI - Food Trucks - Merchandise Vendors - Swap Meet - and more!

### Our Amazing Sponsors:



## SOLAR STIK™

THE NEW GENERATOR



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