



OJIBWE FORESTS RALLY

2016 Sponsorship Proposal

INTRODUCTION

Rallying: A Sport Like No Other

There are no ovals, pace cars, or rain delays. Rally racing features real cars racing against the clock on closed-off sections of real roads that are usually unpaved and unforgiving. Events can last several days and cover hundreds of miles through rain and snow, day and night. This extreme test of skill, speed, and endurance is what makes rally racing the world's premiere and most exciting motor sport, one that is quickly growing in North America.

Rally in Minnesota

Ojibwe Forests Rally, headquartered in Detroit Lakes, Minnesota, returns to the 2016 Rally America National Championship schedule as the seventh location of this eight-event Series. Drivers often use this destination to hone their skills on the flowing roads that twist through the lakes and thick cedar trees that make up its picturesque landscape. Smooth, fast roads and fantastic late summer weather have made this rally a favorite for years. Without a doubt, the landscape will conjure images of the legend of Paul Bunyan and his blue ox as cars race on the dirt logging roads.



HISTORY

Ojibwe Forests Rally began in 1980 as a Time Speed and Distance (TSD) rally. The rally was run on open roads with street cars; precision was key, not speed. In the following years, Ojibwe evolved into a Stage Rally where the fastest time wins. Ojibwe has experienced many changes over the years, including a new sanctioning body and organizing committees. Though, 2012 marked the year of greatest transformation. In 2012, a new Chairman and new host community, Detroit Lakes, Minnesota, were announced. Since then, Ojibwe has continued to set the industry standard. In the coming years, Ojibwe will only be bigger, more spectacular, and continue to be an event never to be missed.

AUDIENCE



AGE

Most rally fans are between the ages of

25 & 44



EDUCATION

60%

of rally fans have a college degree



GENDER

rally fans are

77.8%

men

22.2%

women



INCOME

42.9%

of rally fans make over \$75,000 per year



PARC EXPOSE

The rally festivities begin downtown Detroit Lakes at Parc Exposé, where all competing cars are parked for fans to enjoy up close. Fans have the opportunity to meet race teams, take photos, and get autographs.

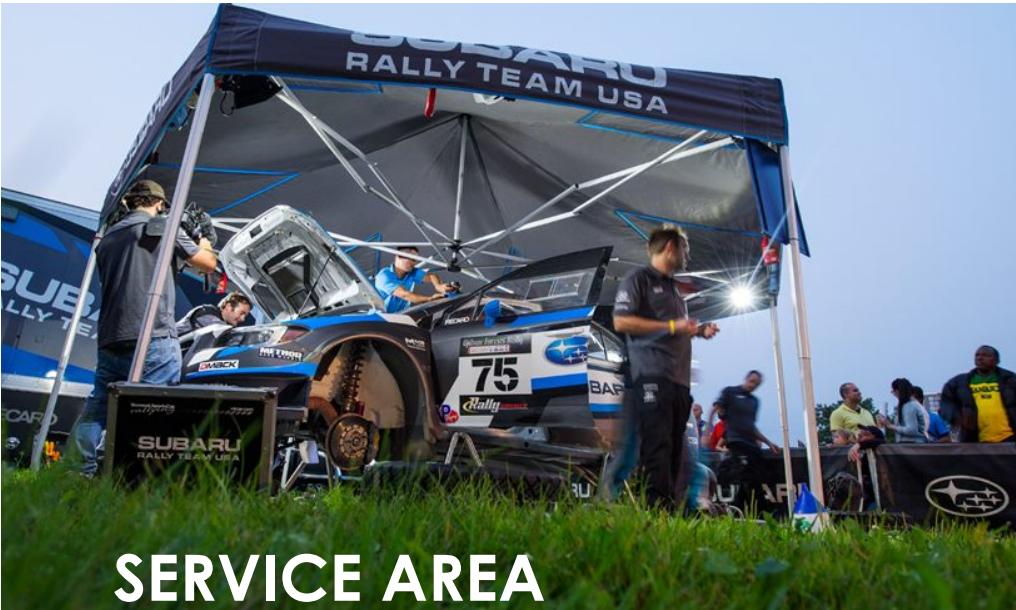
STAGES

Ojibwe Forests Rally is held on approximately 15 stages. Spectators are invited to view the high-speed rally action up close at the several stages with designated spectator locations.

VIP SPECTATING

Ojibwe Forests Rally offers a **VIP Spectator Package**, which in previous years has included:

- Transit to and from VIP access locations
- Special VIP-only spectating points in the forests
- Limited edition t-shirt
- Exclusive sponsor swag
- Drinks and snacks
- Reserved, exceptional viewing at the Street Stage



SERVICE AREA

Service is when a rally team's technicians (service crew) work on the car. There are usually several designated times for service that take place in a controlled service area. A service can last anywhere from 10 to 60 minutes. The service area is open to spectators, providing fans a behind-the-scenes look at some of their favorite race teams. Spectators can also buy food, merchandise, and use the "facilities" in the service.



STREET STAGE

The Ojibwe Forests Rally concludes along the beautiful Detroit Lake shore that lines the city-center. Ojibwe is the only US rally event with an in-city spectator stage and on a paved surface. In 2015, the Street Stage drew over estimated 9,000 spectators.



AWARDS CEREMONY

The rally wraps up with an awards ceremony, including the winning teams' cars lined up for podiums. The top teams receive trophies and celebrate with a champagne spray along the shore of Detroit Lake.

AWARDS BANQUET

The awards ceremony is followed by a banquet for teams and rally workers, including prizes, a full meal, and closing remarks from members of the organizing committee and the chairman.

ADVERTISING & PROMOTION

Ojibwe Forests Rally utilizes an event promotional plan during the month leading up to the rally. Advertising is spread over print, radio, Social Media, video, and event merchandise. The content is created to primarily drive spectators to the Detroit Lakes area and sponsored events.

Print

The rally works with Forum Communications to provide maps and spectating information across Northern Minnesota, including Detroit Lakes, Park Rapids, Bemidji, Duluth, Fargo/Moorhead, Walker, and Thief River Falls.

Radio

Ojibwe Forests Rally works through Muscatell Auto Group to provide radio advertisements and remote broadcasts leading up and during the rally dates.

Social Media

The rally utilizes Facebook, Instagram, Twitter, and YouTube. YouTube targeted pre-roll video begins in July. Paid, target ads and boosted posts begin in mid-August.

This past year, we increased Facebook Page Likes by 140% from January 2, 2015 to December 2, 2015. The combined reach for Ojibwe Forests Rally and Rally America social media outlets is over 106,200.

Merchandise

Ojibwe Forests Rally merchandise begins to appear in Northern Minnesota in mid-December. Merchandise includes t-shirts, hats, decals, pins, banners, flags, and posters. Merchandise will in many cases promote specific parts of the rally designed for maximum value to our partners and benefit to our fans.

SPONSORSHIP

Promoting the business goals of our sponsors and host city is a top priority of Ojibwe Forests Rally. In a continued effort to advance the sport of rally in US, Ojibwe Forests Rally is constantly looking for ways to expand its reach. We take the time to learn each client's goals and then create a customized sponsorship package to address those goals directly. Each partnership is unique, providing a position that differentiates each client from our other partners and provides a maximized return on investment.





SPONSORSHIP OPPORTUNITIES

The following packages outline the options our sponsor can choose from, allowing you to determine the best way to support the Ojibwe Forests Rally while also meeting your business goals.

All proposals are customizable and negotiable.

Naming Sponsor

\$25,000 | Commitment may be split between sponsor funds and advertising support.

- "Event Sponsor" Ojibwe Forests Rally named for Event Sponsor
- Event name prominent on all merchandise with logo (trophies, shirts, decals, lanyards, posters)
- Event name on all media/advertising (online and print, TV, and radio)
- Pre-Event advertising using involvement in Ojibwe Forests Rally to promote Event Sponsor
- Ride along in Competition Rally Car during pre-event testing
- Driver meet & greet event
- Promotional rally car(s) displayed at business before and during event
- Sponsor banners placed at spectator locations and/or starts/finishes of stages
- Full page color print ad in Spectator Guide
- Message to rally participants online and in Spectator Guide from Event Sponsor
- Vendor space at Street Stage, Meet & Greet, and Parc Exposé
- 15 VIP tickets
- Optional 3-year contract with fixed price

Regional Sponsor (Two Available)

\$10,000 | Commitment may be split between sponsor funds and advertising support.

- Regional portion of rally, single day, named for Regional Sponsor
- Sponsor name on all merchandise with logo (shirts, decals, lanyards, posters)
- Sponsor name on all media/advertising (online and print, TV and radio)
- Full page print ad in Spectator Guide
- Vendor space at Street Stage, Meet & Greet, and Parc Exposé
- 10 VIP tickets

Detroit Lakes Street Stage Sponsor

\$7,500

- Final stage on the Detroit Lakes streets will be named for sponsor in all materials provided to fans, media, competitors, and volunteers
- Exclusive, reserved street stage viewing area
- Sponsor Stage name will be used in all advertising
- Sponsor name on all merchandise with logo (shirts, decals, lanyards, posters)
- Sponsor name on shirts created only for volunteers on Detroit Lakes Street Stage
- 4 dual branded (rally and sponsor) sail flags for use along stage
- Half page print ad in Spectator Guide
- Vendor space at Street Stage and Parc Exposé
- 5 VIP tickets

Spectator Area Sponsor (Six Available)

\$5,000

- Spectator location named for sponsor in all materials provided to fans, media, competitors, and volunteers
- Sponsor name on all merchandise with logo (shirts, decals, lanyards, posters)
- Half page print ad in Spectator Guide
- Vendor space at Street Stage and Parc Exposé
- 5 VIP tickets

Partner

\$2,500

- Partner name on all merchandise with logo (shirts, decals, lanyards, posters)
- Quarter page print ad in Spectator Guide
- Vendor space at Street Stage and Parc Exposé
- 2 VIP tickets

Advertiser

\$1,000

- Partner name on all merchandise with logo (shirts, decals, lanyards, posters)
- Business card sized print ad in Spectator Guide

\$750

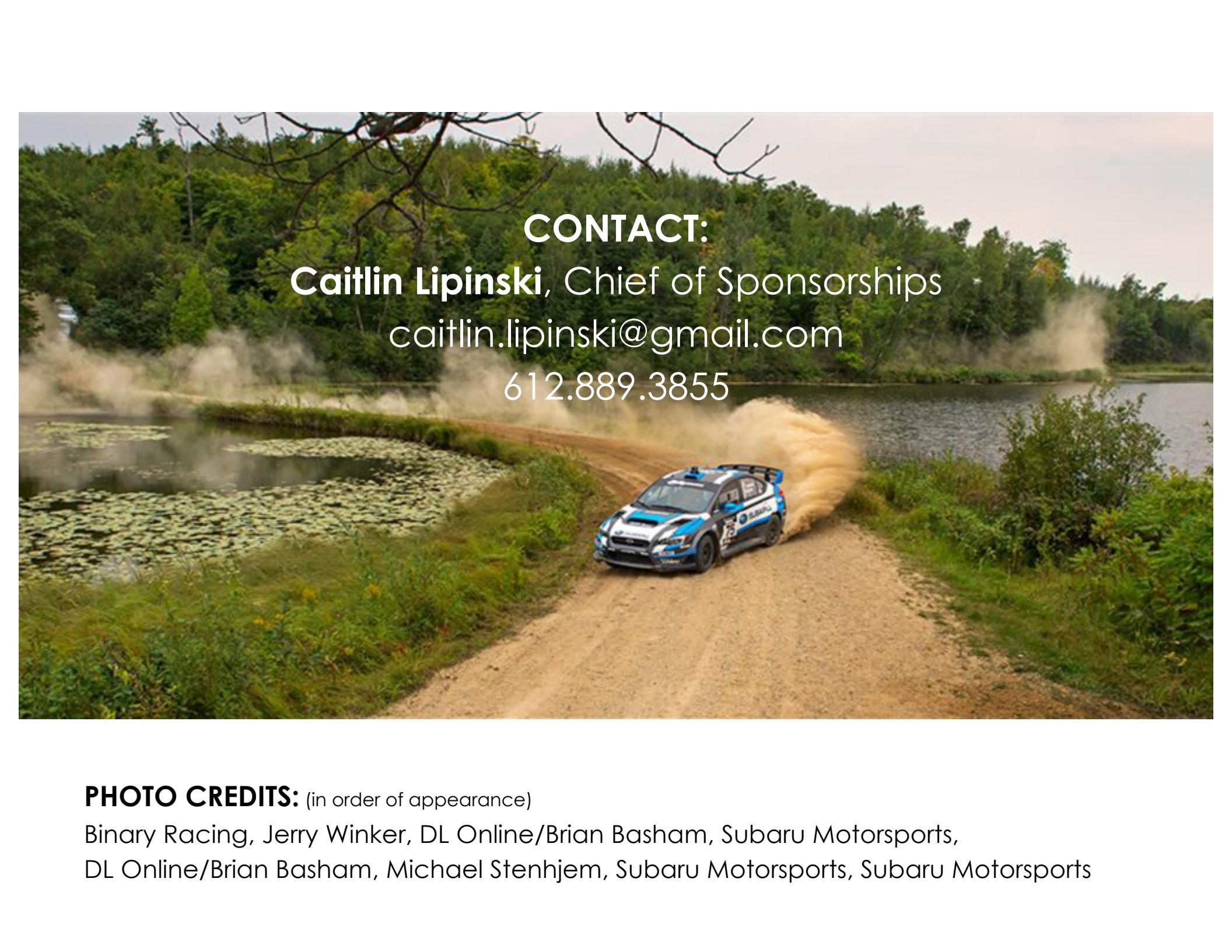
- Partner name on all merchandise with logo (shirts, decals, lanyards, posters)

\$500

- Quarter page print ad in Spectator Guide

\$250

- Business card sized print ad in Spectator Guide

A dynamic photograph of a rally car, specifically a Subaru WRX, driving on a dirt road. The car is angled towards the right side of the frame, creating a large cloud of dust behind it. The road is bordered by a body of water on the left, with green lily pads visible. Dense green trees form a backdrop, and the sky is overcast.

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PHOTO CREDITS: (in order of appearance)

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