

GEARFEST 2018
SPONSORSHIP
OPPORTUNITIES



GEA RHE AD

SEPTEMBER

29

NOON-7PM



Gearhead Productions Presents

Gearfest 2018: Hot Rods and Rock and Roll for a stronger community

Sponsorship Opportunities

Contact Michelle at Gearhead ★ 916-897-2451 ★ michelle@gearheadhq.com

Who We Are:

Gearhead Productions, Inc is a local business committed to giving back the community. We live and work here in the Sacramento Valley and feel strongly about using our brand to raise awareness for environmental and animal charities that may not be in the public eye, but have a very real effect, not just for our community but world wide.

What is Gearfest?

Gearfest is a small local festival thrown by Gearhead featuring a car show (Blessing of the Cars) a rock show (cool indie bands that work with Gearhead) and a Ms. Gearhead Contest (focused on validating strong women who passionately contribute to their communities). Each year a local charity is selected to receive the benefits and attention of this event. Approximately 300 people attend this 21+ event each year.

This year's recipient of the funds raised at Gearfest will go to the Sacramento SPCA Behavior Dept. The Sacramento SPCA is dedicated to helping build stronger bonds between dogs and their people by offering quality educational resources

They offer seminars teaching about Sibling Rivalry, Reactivity, Fear & Anxiety and more, as well as offering private consultations for clients dealing with their pets' behavior issues. Common behavior issues addressed during private consultations include, but are not limited to:

- Aggressive and reactive behavior toward people and other dogs
- Shy and fearful tendencies
- Separation anxiety

For most issues, they will need to see the client and dog for an in-person consultation to determine the particular issues being faced and what methods to implement to help get the best results. Funds raised this year will help alleviate that cost to needy clients.

According to the ASPCA's National Rehoming Survey, pet problems are the most common reason that owners rehome their pet, accounting for 47% of rehomed dogs and 42% of rehomed cats. Pet problems were defined as problematic behaviors, aggressive behaviors, grew larger than expected, or health problems owner couldn't handle.

From personal experience working with problem foster dogs, owner Michelle Haunold Lorenz became committed to spreading the word about the miracles that behavior intervention and training can have in rehabilitation for problem animals. Getting training, support and education from the Sacramento SPCA Behavior Dept. was the first step in helping her during rehabilitation efforts with a dog that trainers had given up on (euthanasia was the recommended next step for this animal).

Why Sponsor Our Event?

Your support will provide funding for this new department at the Sacramento SPCA as well as help needy families with the cost of private consultations. This work directly benefits families and their beloved pets in the Sacramento community.

- JOIN THE MOVEMENT to change lives and make a real impact for dogs and their humans.
- GIVE BACK to your community by helping those who need it most.
- INCREASE your brand exposure and elevate your corporate identity within the community.
- STRENGTHEN your company's reputation as a Good Corporate Citizen to your customers, employees and community.

Sponsorship Levels

<p>Rockstar \$2000</p>	<p>Back cover full color ad in the forthcoming Gearhead Magazine (issue no. 21) Sponsorship presence at Gearfest (display space) Banner (provided by company) hung prominently around the stage Company Logo on all paper advertising, including posters, flyers and print ads Company logo on website, with clickable link Company logo in newsletter (sent to 10K subscribers) with clickable link Company logo included in 15 Social Media Posts (A mix of Facebook, Instagram and Twitter, designed with company input) Company announcement from stage 10 Event Passes</p>
<p>Indie Rocker \$1000</p>	<p>Full page black and white ad inside the forthcoming Gearhead Magazine (issue no. 21) Sponsorship presence at Gearfest (display space) Banner (provided by company) hung prominently around the stage Company Logo on posters Company logo on website, with clickable link Company logo included in 8 Social Media Posts (A mix of Facebook, Instagram and Twitter, designed with company input) Company announcement from stage 5 Event Passes</p>
<p>Punk Rocker \$500</p>	<p>Half page black and white ad inside the forthcoming Gearhead Magazine (issue no. 21) Sponsorship presence at Gearfest (display space) Banner (provided by company) hung prominently around the stage Company logo on website, with clickable link Company logo included in 4 Social Media Posts (A mix of Facebook, Instagram and Twitter, designed with company input) Company announcement from stage 4 Event Passes</p>
<p>Fan Club \$250</p>	<p>Quarter page black and white ad inside the forthcoming Gearhead Magazine (issue no. 21) Banner (provided by company) hung prominently around the stage Company logo on website, with clickable link Company logo included in 2 Social Media Posts (Facebook, Instagram) Company announcement from stage 2 Event Passes</p>
<p>Supporter \$125</p>	<p>Banner (provided by company) hung prominently around the stage Company logo on website, with clickable link Company logo included in 15 Social Media Posts (A mix of Facebook, Instagram and Twitter, designed with company input) 2 Event Passes</p>
<p>Friend \$75</p>	<p>Company logo on website, with clickable link Company logo included in 2 Social Media Posts (Facebook, Instagram) 2 Event Passes</p>
<p>In Kind</p>	<p>Sponsorship benefits for in-kind donations will be based upon a 2-to-1 ratio compared with the standard cash sponsorship fees. For example, an in-kind donation valued at \$2000 would receive the sponsorship benefit offered to a \$1000 cash sponsor.</p>

Contact Us

Please contact us at michelle@gearheadhq.com or call 916-897-2451 to discuss these opportunities or other ideas. Thank you in advance, we look forward to working with your company!

