



BIG BEAR FOREST FEST XIV

JUNE 17, 18, 19 2011
SNOW VALLEY, CALIFORNIA

PO Box 5153, San Bernardino, CA 92412

March 10, 2011

Dear Friend and Fellow Off-road Enthusiast!

The **Inland Empire Four Wheelers** is a family oriented 4X4 club formed for the enjoyment and preservation of four wheeling. We consist of all types of off-road vehicles. Our members come from areas far beyond the Inland Empire such as Running Springs, La Verne, Yucaipa, La Quinta, Canyon Country, Encinitas and Hemet. We have monthly trail runs that take 4X4 owners to the deserts or the mountains and could easily end up in the snow, rocks, or sand. As members of the California Association of Four Wheel Drive Clubs, we are active in the preservation and maintenance of off road trails and promote the four-wheel drive way of life. 20% of the proceeds from the Big Bear Forrest Fest are donated to groups like Cal 4Wheel and the Blue Ribbon Collation who help keep our trails open. In an effort to help our communities we also offer college scholarships and assist various nonprofit groups like the Ronald McDonald House.

Each year, the club hosts a four-wheel drive event at Snow Valley Ski Resort in Big Bear. Last year, our Big Bear Forest Fest had over 800 attendees from all over Southern California and adjoining states. We look forward to our 14th year being an even bigger success. The highlight of Saturday's activities is our well known raffle. Last year's raffle had over \$32,000 in prizes. **We are looking for raffle donors for this year's event and would like to include you.**

Enclosed, you will find your Vendor/Sponsorship Packet for Big Bear Forest Fest XIV. We will be hosting this event at the Snow Valley Ski Resort on June 17th 18th and 19th 2011. The packet includes information on Event Sponsorship Opportunities and Vendor/Donor information. Any and all donations are welcome. If you have not been to a Forest Fest before, let me give you a brief overview of the weekend's events:

Friday Noon begins the participant Check-In process. If you have a vehicle to go on a Trail Run, it will be safety checked at that time. Friday evening is a time to relax and make new friends and renew old while displaying your product. We offer a couple of night runs on Friday and then **Saturday Morning** begins the main Trail Runs; (we have many of varying difficulty) some leave as early as 7AM and all return in the afternoon, so be sure to take plenty of water and a sack lunch. There will be kids' games Saturday afternoon. There will be a kid's raffle and a gift bag for each child. Be sure to register each child should you decide to attend. The adult raffle typically begins around 7PM. **Sunday** there are several runs available scheduled to return early afternoon.

This is a great family event so feel free to bring the kids. If you plan on attending please include the completed event registration form along with the Sponsorship package.

Thank you for your sponsorship consideration and possible donation of products, without the help of companies and individuals like you, we could not continue to offer such a great event.

Feel free to visit our website www.ie4w.com to learn more about our Club and BBFF XIV or you can contact any one of the people listed below.

Rick Clay (4 West 4 WD) (909) 824-0024 fax (909) 824-3553 Big Bear Forest Fest Raffle

Mike Moore (951) 565-8197 Big Bear Forest Fest Registration bbff@ie4w.com

Wende Owen (714) 329-3802 Big Bear Forest Fest Program theowens@mac.com

George Biddlecombe (909) 899-0105 IE4W Advertising



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Event Sponsorship Opportunities

Sponsorship Level	Platinum	Gold	Silver	Bronze	In Kind
Contribution Amount*Product or Cash or total combined	1,251+	701-1,250	501 - 700	251 - \$500	1 - \$250
Promotional Item in Participant Gift Bag	√	√	√	√	√
Display Company Banner	√	√	√	√	-
Complimentary Registration (Saturday Night Dinners)	2 (4)	1 (2)	-	-	-
Publicity During Event	√	√	√	-	-
Display Booth During Event	RV Size	10x20	10x10	-	-
Link/Logo On IE4W Website *For one year from date of event	√	√	-	-	-
2011 Event Program Ad	Full Page Color	½ Page BW	¼ Page BW	3x3 BW	Listed

- All promotional items must be received by June 1, 2011. Items received after the deadline may not be used, displayed or distributed as promised.
- Coupons/certificates redeemable for hard product will be considered same as cash or product and will count towards sponsorship dollars.
- Coupons/certificates redeemable for a discount off product will be welcomed but will not count towards sponsorship dollars.
- If you plan on joining us on the trail please complete the on-line registration(s) including drivers name(s) along with your choice of trail run (Platinum and Gold Sponsors will receive the appropriate credit prior to billing) - 2 slots are reserved on each trail for vendors and will be filled based on registration receipt. Vendor slots not used will back filled with guests after June 1. Slots are limited by our agreement with the Forest Service so we need to schedule all participants.
- IE4W provides area lighting, porta potties, and trash collection.



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Sponsorship Information and Agreement

_____ (*company name*) agrees to provide sponsorship for the Inland Empire Big Bear Forest Fest XIV on June 17th -19th, 2011. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my raffle donation form has been accepted by the Inland Empire 4Wheelers. As a sponsor, I agree to provide digital art work for all promotional advertising.

Please check the level of sponsorship you would like to participate at:

- | | |
|---|---|
| <input type="checkbox"/> Platinum \$1,251+ | <input type="checkbox"/> Bronze \$250-\$500 |
| <input type="checkbox"/> Gold \$701-\$1,250 | <input type="checkbox"/> In Kind \$1-\$250 |
| <input type="checkbox"/> Silver \$501-\$700 | |

On-site Vendor Information

Company Name: _____

Company Contact Name: _____

Address: _____ City _____ State _____ Zip _____

Company Phone #: _____ Ext: _____ Fax: _____

Company Contact's Cell: _____ Email: _____

Please note:

- If your company representative would like to participate in a trail run they must complete an event registration form in addition to the Vendor Information Packet.
- Signed applications must be received by 6/1/2011 to receive full benefits outlined in the sponsorship opportunity page.
- Please send your completed sponsorship forms to Rick Clay **650 E. Valley Blvd Colton, Ca. 92324** or fax to (909) 824-3553 (remember if you plan on attending in person complete the standard registration on-line.
- Deadline for all promotional items is June 1st, 2011
- All promotional materials and Raffle Prizes (if not delivered on-site) should be shipped to:
4 West Attn: Rick Clay **650 E. Valley Blvd Colton, Ca. 92324**
- Logos and art work should be emailed to Wende Owen theowens@mac.com Ph (714) 329-3802

Authorized Sponsor Signature:	Date:



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Raffle Donation information

Donation Categories: Prizes for **Adult Raffle or Kids Raffle** (12 and under) **Registration Packet Inserts** (Brochures, Discount Coupons, Logo Giveaways etc...) and **Crowd Tossers** (Company Logo T-Shirts, Ball Caps etc...)

Item Description	QTY	Retail Value

Please check if you would like a display booth area at the event: Yes No

Display Booth Information

For maximum exposure we suggest that Vendors arrive Friday and stay until Sunday morning. Vender set up begins Friday 8:00 am. It is highly recommended that all vendors be on site and set up by 12:00 noon.

Booth size is determined by your sponsorship level – only Platinum sponsors will be allowed RV parking next to their display area. All others will be sited near the vendor area based on their arrival time and accommodation indicated on their registration form.

Display Days Requested Friday _____ Saturday _____ Sunday _____

Will you be providing a Banner Y N (we will post banners starting at noon on Friday)

Will you be providing items for the Registration bag Y N

Will you deliver your raffle prizes On Site Ship to 4 West

Special Requests: _____ *

Our event staff will do everything possible to accommodate special requests however we cannot guarantee your request will be honored.

For more information please contact: Rick Clay (4 West 4 WD) (909) 824-0024