



Save Money • Save The Planet

802 Marine Drive, Bellingham, WA 98225 • 360-527-2646

Appliance Art Revival Sponsorship

A one of a kind marketing opportunity for your business!

June 2, 2012

Appliance Depot's *Fourth Annual Appliance Art Revival* is a popular, quirky and authentically Hamster event that takes place at Bellingham's beer and food hotspot: Boundary Bay Brewery.

The most popular component of the Art Revival is the Appliance Derby which precedes the ticketed auction and party. In this exciting and intense event, derby carts made from a variety of appliance parts and other repurposed objects are raced down Maple Street adjacent to the Depot Market Square.

In 2011, the Appliance Derby drew more than 1500 spectators and 380 attended the Appliance Art auction & party. This year we are **projecting over 2000 spectators at the Derby and nearly 500 at the Art Auction.**

The second Appliance Art Revival garnered a front page photo in the *Bellingham Herald* and advance coverage in virtually all local print media. The third was professionally filmed and photographed, receiving **extensive exposure on the internet and in print** both before and after the event. The fourth is sure to be one of the most talked about events of the year in Whatcom County. Both local and regional television news stations, as well as a variety of print publications, will be contacted to increase media coverage of this year's event. With momentum like this, how can they resist!

Your business has the chance to participate in this thrilling event as a corporate sponsor and **receive some amazing exposure.** When you support The Appliance Art Revival, your clients will know that you support the universally appreciated and vital missions of job skills training and resource reuse. In 2011, Appliance Depot trained 43 participants in basic job skills and saved 1,055 appliances for reuse!

Check out the fun and exciting videos of past Revivals at: <http://www.reuseworks.org/index.php/aar/>

Thanks for your support!

A handwritten signature in black ink, appearing to read "Thoren Rogers".

Thoren Rogers
Appliance Depot Director
Trogers@reuseworks.org

All sponsorships are tax deductible charitable donations. Appliance Depot, a project of ReUse Works, is a Washington State registered 501(c)(3) nonprofit organization, EIN# 20-0899220.



www.reuseworks.org

Sponsorship Levels & Benefits

Sponsorships of \$1000 or more receive:

- **Company banner along Appliance Derby route**
 - The race runs down Maple St, between State St and Railroad Ave. Last year the Derby was attended by more than 1000 spectators. Your banner will be hung in the most visible available space.
- **Company banner in Boundary Bay Beer Garden (during event)**
 - Your banner will be moved immediately after the race to the Boundary Bay beer garden, where it will be displayed in the most visible space available.
- **Company recognition from stage during the Derby and Art Auction**
 - Our event emcees will thank you or your company for supporting Appliance Depot and the Appliance Art Revival.
- **Company logo on all printed promotional materials**
 - Your logo will be featured on posters and flyers promoting the event around Whatcom County.
- **Company logo on all print advertising**
 - Your logo will be featured in all possible ads running in area newspapers and publications.
- **Company recognition on all media releases**
 - Your company will be thanked as a primary supporter in all press releases. Due to the nature of this practice, we cannot guarantee the recipients will include you in their publications, but we will emphatically encourage them to do so.
- **Company recognition on official website, Facebook, and email promotions (including links to your company website)**
- **Company tabling space near Appliance Derby finish line**
 - Your company will be provided a 10'x10' area to display your company literature, products and services.
- **20 free tickets to the event for your staff or friends**

Sponsorships of \$500-\$999 receive:

- **Company banner along Appliance Derby route**
- **Company name on all printed promotional materials**
- **Company recognition from stage during the event**
- **Company recognition on website, Facebook, and email promotions**
- **10 free tickets to the event for your staff or friends**

Sponsorships of \$100-\$499 receive:

- **Company name on all printed promotional materials**
- **Company recognition on website, Facebook, and email promotions**
- **5 free tickets to the event for your staff or friends**



Sponsorship Form

2012 Appliance Art Revival

Email to: Trogers@reuseworks.org

Mail to: Appliance Depot, 802 Marine Drive, Bellingham 98225

Checks Payable to: "Appliance Depot" (Note "AAR" on the check if possible)

Business/Sponsor
Name:

|

Mailing Address:

|

Email Address:

|

Telephone:

(1) |

(2) |

Contact Name:

|

Sponsorship Amount:

\$ |

Quote for the media:
(Optional)

|

Business Bio (optional, 2-3 sentences): |

Notes:

I understand and agree to the terms outlined in this packet: (If emailing form, please type name in field below and date)

|

Signature

|

Date

For more information, contact Thoren Rogers: Trogers@reuseworks.org or 360-527-2646.

**In the week following your submission of this form, one of the Appliance Art Revival staff will contact you to arrange details and request you logo for printing and online promotion.
Thanks for your support!**

