



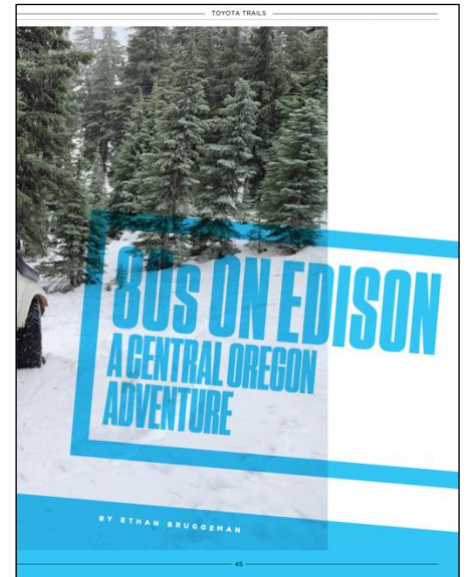
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# 2024 SPONSORSHIP LETTER – 80S ON EDISON EVENT

I hope this letter finds you well. I am writing to you on behalf of Central Oregon’s 4x4Bend offroad community, an organization dedicated to promoting safe and exciting offroad adventures in our beautiful region.

We are excited to announce the return of our annual event, 80s on Edison: A celebration of the 80s series Landcruiser, which is set to take place on October 19<sup>th</sup> in Central Oregon. We are bringing people from all over the country with love for 80 series Land Cruisers together to put them to the test at our very own trails here in Bend, Oregon.

Our event aims to bring together Toyota enthusiasts, offroad aficionados, and adventure seekers for a memorable day filled with thrilling offroad experiences. We believe that you would be an ideal partner for this event, and we would like to invite you to become one of our valued sponsors.



2023 TOYOTA TRAILS MAGAZINE ARTICLE

## WHY SPONSOR THE 80S ON EDISON EVENT?

We are an active chapter of the Toyota Landcruiser Association. Founded in 1976, TLCA has grown from a handful of people to a vibrant organization of more than **4,000 members** world-wide who champion the history and tradition of the Land Cruiser and other Toyota 4WD vehicles. The TLCA is family-oriented, promotes responsible off-highway travel, and advocates environmentally conscious multiple use of public lands.



2023 EVENT PARTICIPANTS

Our event last year was featured in Toyota Trails magazine with an article highlighting the event written by our own Club President Ethan Bruggeman. Outreach is a big part of what we do, and we currently have over **1200 followers** on Instagram with over **2500-4000 unique** impressions a month.

**Targeted Audience:** With a dedicated focus on offroad vehicles and offroad enthusiasts, our event aligns perfectly with [Company Name]’s brand and values. Your sponsorship will enable you to connect with a highly targeted audience of potential customers.

**Brand Exposure:** As a sponsor, you will get extensive brand exposure both before and after the event. Our marketing efforts include social media campaigns, magazine spotlights, and event signage, ensuring maximum visibility for your brand.

**Community Engagement:** By supporting our event, you will be contributing to the local community and fostering a sense of togetherness. Your participation will showcase your commitment to the well-being of Central Oregon.

## PREMIER EVENT SPONSORSHIP - \$500 OR RAFFLE EQUIVALENT

- **Sponsor logo** will be included on posters and any event merchandise in large format.
- **Sponsor** will be mentioned and tagged in all social media posts and advertising for the event.
- **Sponsor** will be given a shoutout during the briefing and debriefing of the event.

## SELECT LEVEL SPONSORSHIP - \$300 OR RAFFLE EQUIVALENT

- **Sponsor logo** will be included on posters and any event merchandise.
- **Sponsor** will be mentioned and tagged in all social media posts and advertising for the event.
- **Sponsor** will be given a shoutout during the briefing and debriefing of the event.

## SUPPORT LEVEL SPONSORSHIP - \$100 OR RAFFLE EQUIVALENT

- **Sponsor logo** will be included on posters.
- **Sponsor** will be given a shoutout during the briefing and debriefing of the event.



2023 EVENT SPONSORS



2023 EVENT PARTICIPANTS

## RAFFLE SPONSORSHIP

Whether it's T-shirts, stickers, offroad gear, or grab bags, we're looking for fun items to raffle off during the event. Every little bit helps and adds to the fun for our participants!

## EVENT SUPPORT

Not able to contribute financially or with merchandise? No problem! There are plenty of other ways you can help support and get involved:

**SOCIAL MEDIA:** Give us a shoutout on your social media channels to help spread the word. Every post helps us reach more Landcruiser enthusiasts.

**COLLABORATIONS:** Have a fun or unique idea? Whether it's a cross-promotion, giveaways, or something else, we're always open to creative collaborations!

## THANK YOU FOR YOUR CONSIDERATION

If you have any questions or require further information, please do not hesitate to contact us at [officers@4x4bend.com](mailto:officers@4x4bend.com).

We look forward to the possibility of partnering with you to make this years Eighties on Edison event a resounding success.

Thank you for considering our request, 4x4Bend looks forward to your sponsorship commitment by **October 1<sup>st</sup>, 2024**, to adequately prepare for the event.