

# 10<sup>th</sup> ANNUAL PETER E BROWN MEMORIAL 70 SERIES MEET & GREET TO SUPPORT THE ALS ASSOCIATION SEPTEMBER 2025. v1 3-18



JOIN US – BECOME A SPONSOR



## SHARE YOUR STORY

- **AN IN-PERSON GATHERING** - three-day family event offering beautiful trail runs, fellowship, good food and a chance to see 70 Series Land Cruisers in the wild.
- **A HYBRID EVENT** - virtual fun run with real-time You Tube content shared from the event site – sharing the experience with 70 Series owners and enthusiasts across North America.
- Sponsored by the **Red Hills Land Cruiser Club** and **Appalachia Cruisers**, chapters of the **Toyota Land Cruiser Association (TLCA)**.
- Sanctioned by **TLCA** with event insurance and safety protocols/inspections.
- Endorsed by the **70 Series Land Cruisers - North America** Facebook group.
- The only **TLCA** sanctioned 70Series focused event in North America.
- A growing and powerful movement - over 50 attendees in 2024.
- Over 3,000 Facebook 70 Series group members.

## HOW TO PARTICIPATE?

Sponsors can make financial and product donations at three levels:

**GOLD** - \$1,000 & up

**SILVER** - \$500 & up

**BRONZE** - \$250 & up

## WHAT DOES THE EVENT DELIVER?

- A robust social media campaign to promote / thank sponsors **before, during and after the event**

## WHAT DO SPONSORS RECEIVE?

**Weekly social media exposure (by name) as event partners and sponsors:**

- Rich video content promoting your products or services
- Actual users showing your product or services in use by members of our community
- Tags and links to sponsor content/sites so viewers can **learn more and take action**

Partnership / Marketing Contact  
Ward Harris 206-678-2213  
ward@mchenrygrp.com

# 10<sup>th</sup> ANNUAL PETER E BROWN MEMORIAL 70 SERIES MEET & GREET TO SUPPORT THE ALS ASSOCIATION SEPTEMBER 2025

v1 3-18



## LET'S GET STARTED

- We have 6 months to tell your story and build interest
- We have 4 days to share event videos from Windrock Park – including interviews and trail reports
- We have many opportunities to help tell your story to our community

## facebook

Weekly posts, reels and active posts across Toyota pages and groups with over 50,000 members



Weekly stories and comments to drive interest



Weekly videos / shorts and comments with event sponsors as content content partners

## GROW YOUR BRAND IN OUR COMMUNITY

### 9<sup>th</sup> Annual 70 Series Meet & Greet 2024

#### Sponsors

- Appalachia Cruisers
- Baja Designs
- Can Cooker
- CHES Solutions Group
- Cruiser Patch
- c2Design
- Diode Dynamics
- Factor 55 Precision Engineering
- Fox Toyota
- Front Runner
- Gamiviti
- Garmin
- Go Threads
- H3R Performance
- Hillbilly Cruisers
- Lone Rock Concepts
- Moose Knuckle
- MORRFlate
- My Medic
- Off-Road Communications
- Odd Iron Off Road
- Ozark Overland Outfitters
- Red Hills Land Cruiser Club
- Rhino USA
- Skotti-Grill
- Valley Hybrids
- Windrock Park

### 10<sup>th</sup> Annual 70 Series Meet & Greet 2025

#### Commitments

- CHES Solutions Group
- Long Range America
- Terrain Tamer
- Valley Hybrids
- Yota Motors
- **Your Name Here.....**



## TERRAIN TAMER



Partnership / Marketing Contact  
Ward Harris 206-678-2213  
ward@mchenrygrp.com

# 10<sup>th</sup> ANNUAL PETER E BROWN MEMORIAL 70 SERIES MEET & GREET TO SUPPORT THE ALS ASSOCIATION SEPTEMBER 2025 v1 3-18



## PETER'S STORY

**Peter E. Brown** was a father, a wife, a friend, an attorney and one of the three co-founders of the **Southeast 70 Series Meet and Greet** in 2015.

He was also a dedicated advocate for his clients and was best known for his work helping people unable to protect themselves. Away from work, he was a dedicated husband, father and dog dad. Peter served his community in many ways. He was a Land Cruiser enthusiast and often helped friends to acquire exotic models from Europe.

Amyotrophic lateral sclerosis (ALS), commonly known as Lou Gehrig's disease, is a progressive neurodegenerative disease that affects motor neurons, the nerve cells responsible for controlling voluntary muscle movements.

After diagnosis three years ago, Peter soldiered on as best he could and last attended the event in 2023. Sadly, after a valiant struggle, he succumbed to the disease in February, 2025.



## 10th ANNUAL PETER E BROWN MEMORIAL 70 SERIES MEET & GREET TO SUPPORT THE ALS ASSOCIATION

### As The Name Suggests

Our social event has evolved and expanded to serve a higher purpose. In addition to a safe, fun and educational experience, the organizers have committed to use the event to help raise funds for **The ALS Association**.

It is named in honor of Peter's memory for his service in many forms, to help serve as an inspiration for us all. Since 2023 the event has been the beneficiary of all net revenues from the event. In 2024, \$4,500 was donated to the Association.

### What can be done in 2025?

With your help as a sponsor/partner, we increase our support for The ALS Association, in Peter's name.



Peter was a man of many interests and passions. That's him at the beginning of the first 70 Series Meet & Greet in Cullman, Alabama – September 2015.

And here is Peter's highly modified and unique Land Cruiser BJ74, updated with 1HDT engine and A440 automatic – including custom soft top and tonneau cover.

He was a friend, a servant and a leader.



Partnership / Marketing Contact  
Ward Harris 206-678-2213  
ward@mchenrygrp.com