

# DEAR POTENTIAL SPONSOR:

We're back for year 7 and we couldn't be more excited!

Our event has experienced a number of changes during the past seven years, and our thoughts have turned to how we can continue offering a world-class event that brings over a thousand small bore enthusiasts to the mountains.



# SM/BR

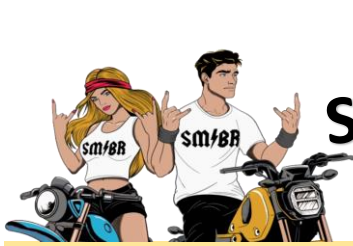


This is where your sponsorship can help! By giving, you are helping us to provide new experiences to keep our guests coming back for years to come. In return, your organization will be prominently featured to thousands of riders – and potential customers – from across the world.

Thank you for your consideration and please let us know if you have any questions.

*Matt and Tiffany Carpenter,  
and Lee Juhl*

# SM/BR



# SMOKY MOUNTAIN SMALL BORE RALLY

JUNE 12-14, 2025

## SPONSOR PACKAGES

	Silver No Limit \$150	Gold No Limit \$300	Platinum Limited to 8 \$1,000	Diamond Limited to 2 \$3,000
Provide a minimum raffle prize donation (t-shirts are discouraged, as we prefer you sell t-shirts at your booth) Raffle prizes can be cash, gift certificates, parts, merchandise, etc.	None required but still accepted	\$100 minimum retail value required	\$200 minimum retail value required	\$500 minimum retail value required
Full-color logo on the photo backdrop	✓	✓	✓	✓ Large logo
Sponsorship announced on all social media and listed on our website	✓	✓	✓ A link to your website will also be posted on our site	✓ A link to your website will also be posted on our site
Ability to setup a booth for the entire event duration. Includes the ability to sell goods or services. No space limit.		✓	✓	✓ Premium location at venue
Ability to pass out marketing material at the event		✓	✓	✓
Company name listed as a sponsor on the back of event t-shirts		✓	✓ Logo will be on shirts instead of company name	✓ Large logo on shirt sleeve
Special gift from the event organizers			✓	✓
Full-color logo on the main event banner			✓	✓
2 free event t-shirts			✓	✓
1 free 2'x6' garage banner			✓	✓
2 free event hoodies			✓	✓
Logo added to marketing media (when possible) and specified the event is "presented by your company"				✓
Dedicated banner next to the main event banner at the main entry point to the rally location				✓
Your company logo will be displayed on every page of our website (our site currently receives over 80,000 views annually)				✓
Paid promotions on social media with the rally logo and your name				✓
Full release of our logo for use on merchandise (with the exclusion of t-shirts) All products must be pre-approved before production				✓

### Stunt Lot Sponsor Add-On - \$100

Sponsor a competition, setup a booth at the stunt lot, your logo associated with all stunt lot advertising  
(You must select a tier above to purchase this add-on)

### IMPORTANT DATES!

#### JANUARY 1

Purchase a sponsorship at  
[www.smokymountainssmallborerally.com/shop](http://www.smokymountainssmallborerally.com/shop)

Email a full color logo (high resolution, vector images only) minimum 1200x1200 to  
[smallborerally@gmail.com](mailto:smallborerally@gmail.com)

#### MARCH 1

Raffle donations mailed to:  
SMSBR (c/o Lee Juhl)  
24545 Raven Ave.  
Eastpointe, MI 48021

\*Note: All banners are paid for by SMSBR. You are not responsible to provide us with these banners. They will be given away to attendees during the last raffle of the event.



**Don't take our word for it. Here is what past sponsors have to say about the rally...**

"I missed the first few years of the rally and what a mistake! I'll never miss it again. The value this event brings to the community is worth its weight in gold."

-Richard, Grom Squad Official

"We've been sponsors of the rally since 2023 and the amount of support we've received by both attendees and the organizers truly shows how amazing of an event this really is. We're extremely excited to support this event for 2025 and see everyone again!"

-Ally, Ally B Inked

"The small bore rally is a great event for small businesses to promote their products and services. It's a great community to be a part of."

-Lee, Detroit Ruck Garage

"The organizers do an outstanding job growing the rally every year. I have never experienced a more organized event. They are the best at communication and keeping everything on schedule."

-Michael, Scooter Fiber



**SM/BR**

**CONTACT**

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**SOCIAL MEDIA**

facebook.com/groups/smsbr



instagram.com/smokymountainmallborerally



**Y**our sponsorship will help produce a top tier event during one of the busiest weeks in our area. Please take a moment to familiarize yourself with the following regulations regarding sponsorship. We kindly ask that you follow these rules to help make this event successful.



- Shared booths are only allowed if each company pays for their own package at the gold or higher level.

- Your logo is required in a high-resolution VECTOR format with a transparent background before January 1st. Failure to do so may result in your logo to be excluded from the photo backdrop and/or event shirts.

- If you do not send your logo in the proper print-ready format, there will be an additional \$20 fee to have your file vectorized. (If you were a sponsor in 2022, it is very likely that we still have your logo in the proper format and you will not need to resubmit it)

- No "coupons" (% off / \$ off) will be accepted as raffle items. Raffle items are required to be cash, gift certificates, parts or merchandise.

- Sponsors are not allowed to use any rendition of the SMSBR logo for merchandise, unless the merchandise is given away for free and you obtain prior authorization before using the SMSBR logo.

- You are not allowed to sell raffle tickets at your booth. You can, however, give away raffle tickets and conduct your own raffle if there is no charge for tickets or you are giving raffle tickets away in exchange for a purchase, etc. No cash exchange is allowed for raffle tickets at your booth.



# Thank you!

