



GAJR

We are a registered 501c3 non-profit organization.

SPONSOR INFORMATION

Dear Potential Sponsor or Vendor,

Thank you for taking the time to find out more about becoming a sponsor/vendor for the Great American Jeep® Rally (GAJR). We want to provide you with some information about what GAJR is and how supporting us is not only a benefit to you, but also the organizations we donate all of the proceeds to.

The first GAJR was held in 2001 and was meant to be a simple gathering of Jeep® enthusiasts. Since then we have grown to be an event that not only draws people from all over New England and beyond, but also a must attend event for thousands of people!

The 19th Annual GAJR will be held at Valley Truck and Offroad, 43 Lower Butcher Road, Ellington, CT. It will be held on Saturday, September 18th from 9am-4pm & Sunday, September 19th.

We need companies and organizations, such as yourself, in order to make the rally continue being a success and an event that can't be missed. You might be asking yourself: *How can I help?* Well, there are several ways:

- You can become a vendor at the rally
- You can donate to our raffles
- You can be a cash sponsor
- You can sponsor one of the on-site activities: Show N' Shine, Rock Course, Mud Trench, or Obstacle Course.

These activities have been participant and spectator favorites for years.

Visit our website: www.gajr.org or find us on Facebook and Twitter.

If you have additional questions, please feel free to contact us.

Chris DiRenza	chris@gajr.org	860-455-8528	Mail completed forms to: 41 Pease Farm Road Ellington, CT 06029
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Josh Schwalb	josh@gajr.org	603-365-9842	Checks made payable to: Great American Charitable Events 13 First NH TrnPk Northwood, NH 03261
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WHAT IS GAJR?

- We are a registered 501c3 organization.
- Jeep® participants have grown from 200 Jeeps in 2001 to over 1,200 in 2018.
- Attendees come from all over New England, New York, New Jersey, Canada, and beyond.
- Jeep® participants are able to enjoy all of our activities: Show N' Shine, RTI Ramps, Rock Course (for stock to wild), Mud Trench, and Obstacle Course. Each activity can be sponsored to help get your company noticed.
- Every Jeep® that comes through the gate is given a goodie bag, which includes a program detailing our beneficiaries, sponsors, and vendors. Attendees love receiving goodie bag items for our sponsors! We would be thrilled to include anything you wish to send us!
- Most importantly, it is a day for Jeepers to get together and celebrate what being a 'Jeep' is all about.

ADVANTAGES OF BECOMING A SPONSOR OR VENDOR...

- When we go to events throughout the country, you come with us! Not only are you shown in our promotional brochures and flyers, but we also talk about you and let potential attendees know how important your role is in making GAJR a success.
- If you sponsor one of the activities, we strongly promote you in that given area.
- Our Facebook page is constantly updated with new information about who our sponsors and vendors are. We have over 6,600 fans now and always growing!
- Our event shirts have been a huge success the last couple of years. We do limit the number of vendors listed on the shirt. So, be sure to contact us early and reserve your spot! The event shirt design changes every year, which helps them become collector items.

OUR BENEFICIARIES

- At GAJR, we believe in giving back to the men and women of the Military. So, each year, the majority of our donations go to a Military or Veteran based charity. Some of our beneficiaries have been: Mass Veterans, Homes for Heroes, The Fisher House, and Homes for our Troops.
- Here are some of our other past beneficiaries: helpings Hands: Monkey Helpers for the Disabled, Canines for Kids, American Wolf Foundation, Ellington Volunteer Fire Dept, Broad Brook CT Fire Dept (Jr Division), Somers Volunteer Fire Dept, Wheeling for the Lost, The Service Dog Project.

COMPANY INFORMATION		2021 GAJR SPONSORSHIP FORM	
Company Name & Address:		Job Title:	
		Phone:	
		Email:	
City:			
State: Zip Code:			
DATE SELECTION		SELECT ONE OF THE FOLLOWING DATE OPTIONS.	
<input type="checkbox"/>	Saturday, September 18th	<input type="checkbox"/>	Sunday, September 19th
<input type="checkbox"/>	BOTH- Sat & Sun, September 18th & 19th	<input type="checkbox"/>	Sponsorship ONLY- Not attending.
ONE DAY BOOTH SPACE		CHECK ONE BOX -- COST OF BOOTH SPACE CAN BE PAID FOR IN RAFFLE ITEMS OF EQUAL RETAIL VALUE -- LIST BELOW, UNDER RAFFLE ITEMS. PLEASE NOTE: ALL BOOTHS ARE 20' DEEP. PLEASE EMAIL CHRIS@GAJR.ORG IF YOU REQUIRE A CUSTOM BOOTH SIZE, OR IF YOU HAVE SPECIAL NEEDS FOR YOUR BOOTH SPACE.	
<input type="checkbox"/>	20' x 20' \$100	<input type="checkbox"/>	Custom Booth Space/Special Needs Requests. Please Email Chris: Chris@GAJR.org .
<input type="checkbox"/>	20' x 30' \$150		
<input type="checkbox"/>	20' x 40' \$200		
SPECIAL SPONSORSHIP AREAS		PLEASE CHECK ONE OF THE FOLLOWING IF INTERESTED *PLEASE DO NOT SEND SPECIAL AREA SPONSORSHIP MONEY UNTIL WE CONFIRM WITH YOU*	
<input type="checkbox"/>	Rock Courses. Banners provided by you, will be hung around the course & will be promoted as "Rock Courses Sponsored By"	<input type="checkbox"/>	Obstacle Course. Banners provided by you, will be hung around the course & will be promoted as "Obstacle Course Sponsored By"
<input type="checkbox"/>	Mud Trench. Banners provided by you, will be hung around the trench & will be promoted as "Mud Trench Sponsored By"	<input type="checkbox"/>	Show N' Shine. Banners provided by you, will be hung around the area & will be promoted as "Show N' Shine Sponsored By"
RAFFLE ITEMS		PLEASE LIST ANY ITEMS YOU WILL BE DONATING. IF UNKNOWN AT THIS TIME, PLEASE ENTER EXPECTED RETAIL VALUE OF ITEM(S) THAT WILL BE DONATED.	
Item Description:		Retail Value:	
Item Description:		Retail Value:	
Item Description:		Retail Value:	
Item Description:		Retail Value:	
CASH DONATIONS		Amount:	
SPONSORSHIP LEVELS		DONATION TOTAL IS MADE UP OF EVERYTHING BEING CONTRIBUTED (BOOTH COST, SPECIAL AREA SPONSORSHIP, RAFFLE ITEM(S), AND T-SHIRT SPONSORSHIP)	
<input type="checkbox"/>	\$50 WAGONEER Logo on GAJR website Approx. 100 x 100	<input type="checkbox"/>	\$500 WRANGLER Logo on GAJR website Approx. 250 x 250
<input type="checkbox"/>	\$100 LIBERTY Logo on GAJR website Approx. 150 x 150	<input type="checkbox"/>	\$750 CHEROKEE Logo on GAJR website Approx. 300 x 300
<input type="checkbox"/>	\$250 WILLYS Logo on GAJR website Approx. 200 x 200	<input type="checkbox"/>	\$1000 RUBICON Logo on GAJR website Approx. Banner Size
<input type="checkbox"/>	CASH ONLY Unlimited Customized package for our cash sponsors. Approx. Banner Size		
T-SHIRT SPONSORSHIP		LOGOS WILL BE SINGLE COLOR DETERMINED BY EVENT SHIRT COLOR. WE REQUIRE A RESPONSE AND LOGO BY NO LATER THAN JULY 1 ST .	
<input type="checkbox"/>	\$150 Per Logo Yes, I want to be on the Event Shirt	<input type="checkbox"/>	No, I do NOT want to be on the Event Shirt
<input type="checkbox"/>	Unknown (If your request comes in after July 1 st , we cannot guarantee inclusion).		
NOTICE: Checks MUST be payable to: Great American Charitable Events (GACE)			