



Benson Beautification

Benson Pony Express Western Days

Sponsorship Request



January, 2019

Benson Beautification is gearing up for our annual car show event on September 21, 2019. Last year, because we changed our event from October to September, we had more vendors and car show applications than we've had for the past several years. Most of the car owners and vendors said they're glad we changed the date because now they don't have a conflict with events in other cities. We're sending car show and vendor applications early so we'll have an even bigger turnout this year.

We are also sending out our sponsorship requests to coincide with our sponsors' budget planning. At this time we are only asking for a commitment so we can recognize our sponsors on our flyers, posters, and in social media, starting within the next few weeks. We will be happy to receive your sponsorship money any time between now and the event date. All sponsorships of \$100 or more will be guaranteed a placement on the t-shirts if received by August 15, 2019.

We plan to make this a fun-filled family event. We've contracted with KIIM-FM radio out of Tucson to air several prime time ads prior to the event and to come to Benson for a live broadcast from 11 a.m. to 1 p.m. The cost of this is \$2,500, but we're hoping to see a large number of Tucson people coming to Benson to participate in our event.

Attached is a sponsorship form for this year's Benson Pony Express Western Days. In addition to your sponsorship, we encourage you to donate promotional items to be put into the "goodie bags" that are handed out to all car & motorcycle applicants. We'll be assembling the goodie bags during the first week of September.

Benson Beautification, under the umbrella of Benson Clean and Beautiful, Inc., is still a 501(c)3 charity, so all your donations are tax-deductible. Please take a moment to look over the attached sponsorship form and see what you will be able to help with. Thank you in advance for your time and participation!

BENSON BEAUTIFICATION

Cindy Allen, President

P.S. Please let us know if you would like us to send you an invoice.

Benson Clean & Beautiful is a 501 (c) 3 public charity. Our EIN number is 01-0821315.

Benson Clean & Beautiful, Doing Business As **BENSON BEAUTIFICATION**
298 E 4TH STREET. BENSON AZ 85602

BensonAZMurals@gmail.com

www.BensonAZmurals.org



**BENSON BEAUTIFICATION
 BENSON PONY EXPRESS WESTERN DAYS
 Saturday, September 21, 2019
 435 N Adams St., Lions Park, Benson Arizona
 Fun Roster of Events!**

**Car & Motorcycle Show, Tractor Pull & Antique Engine Display, Pony Express Mail to
 Dragoon, Food & Vendors, Other Events to be Announced
 KIIM FM Live Broadcast from 11 a.m. - 1 p.m.**

Sponsorships will be used for:

Event Insurance, Property Rental, Prizes, Plaques, DJ, T-shirts, Dash Plaques, and Advertising Raffle prize donors are encouraged to attach business cards to the donated item. Raffle sponsors will be announced at the event.

Sponsorships due by August 15 for a placement on the T-Shirts

- _____ \$500+ -- Business named throughout the event as a sponsor.
 X-Large logo on promotional T-shirts, logo on award plaques.
 Promotional items included in goody bags.
 Free booth space at the event.
 Business banners hung at event.
- _____ \$250+ – Business named during the event as a sponsor.
 Large logo on promotional T-shirts.
 Promotional items included in goody bags.
 Free booth space at the event.
 Business Banners hung at event.
- _____ \$150+ – Business named during the event as a sponsor.
 Medium logo on the promotional T-shirts.
 Promotional items included in goody bags.
 Free booth space.
 Business banners hung at the event.
- _____ \$100+ –Business named during the event as a sponsor.
 Small logo on the promotional T-shirts.
 Promotional items included in goody bags.
- _____ \$75+ -- Business named during the drawings.
 Promotional items included in goody bags.
- _____ -- Raffle Donation _____

Contact Cindy Allen at benzonazmurals@gmail.com for goodie bag item pickup

Your Company's Name, Address & Phone #: _____

Do you want a free vendor booth? Yes No

Benson Beautification Use Only:

DATE RECEIVED _____ AMOUNT ENCLOSED _____

Please make your check payable to Benson Beautification. Thank you in advance for your support.