

22th Annual Southwest Classic

PROMOTIONAL SPONSORSHIP PROGRAM

Contest Background:

The CASL (Central Arizona Soaring League) Southwest Classic contest is now entering into its eighteenth year. The contest has evolved into one of the premier soaring contests in the United States. The contest attracts hundreds of flyers and spectators from all over the country. Last year, 200 pilots entered from 18 states and Canada. The Southwest Classic plays host to the top R/C Sailplane pilots in the nation and is well recognized by thermal duration contestants as an event not to be missed. The event runs two days with an informal event on Friday.

Our event raffle is a major key to our annual success at the Southwest Classic. The goal of our raffle is to give vendors an opportunity to display and sell their wares and to interact with their customers and, of course, to fund the event. Raffle sponsorship has been modified to bring more attention to the vendors. Announcements at the contest, premium display booth space, logos on contest banner and contest t-shirts and complimentary food, t-shirts, and contest registration can be had by vendors with the appropriate level of sponsorship.

Contest Media Coverage:

As always, this event is covered by all major R/C modeler publications and is widely talked about within the R/C Sailplane Modeler circle. We expect local TV and Newspaper to also cover this event and we have a press release ready to submit. This contest is also widely discussed on many Internet modeling sites.

Sponsorship Packages:

Each year, the Southwest Classic receives support from a variety of top companies in the modeling world. Two levels of sponsorship are available and are detailed below. If interested in supporting the event, we will need to know which level of sponsorship you wish to participate in prior to the sponsorship deadline. We will be glad to announce booth specials and other prepared announcements during the contest.

Please note that the deadline for becoming a sponsor of this contest is January 31, 2010.

Standard Sponsorship Package

The Standard Sponsorship Package is available to any vendor that contributes any value of goods or services to the contest raffle. Benefits include:

- 1 Free booth space
- Daily announcements during the contest (whether the vendor is present at the contest or not)
- Logo or company name on schedule of events

Premium Sponsorship Package

The Premium Sponsorship Package is available to any vendor that contributes \$300 and contribution to the contest raffle. The Enhanced Sponsorship Package includes all of the items listed in the Standard Sponsorship Package and the following benefits:

- Up to 2 booth spaces
- Daily announcements during the contest
- Dedicated time for product demonstration flights
- Up to 2 BBQ dinners for Saturday night
- Up to 2 contest t-shirts
- Company name or logo on schedule of events, website, and internet postings

If you wish to sponsor our contest in any way or if you have questions, please notify Pablo Romero, Contest Director at thunderbirds84@yahoo.com or 602-301-9578 as soon as possible. We are looking forward to see you at our event and be one of our proud sponsor of the same.

Thank you
Pablo "Chico" Romero
Contest Director SWC 2010