

## Desert Storm Event Sponsorship April 24-28 2012



Once again, Lakeracer LLC and Teague Custom Marine have joined together to bring the best event in the country to you! With the lake Havasu Boat show joining Desert Storm for a full week of activities, manufactures and vendors will have a great opportunity to display their products to a large performance audience!

Another collection of the most significant performance boats across the nation are once again planning to converge on Lake Havasu in 2012! We hope to exceed last year's attendance and start off the boating season in style!

**Tuesday** we begin with an invitation only fun run to Pirate Cove Resort for our Sponsors and Manufactures.

**Wednesday** we honor our charity activities with special children and their families from all over Arizona, journeying to Lake Havasu for the event of a lifetime. Together with the Havasu For Youth Organization, New Horizons and Phoenix based Civitan Foundation, LakeRacer and Teague Custom Marine present the first annual Desert Storm Krusin' For Kids event! Providing exciting rides in high performance powerboats and raising funds to help these great charities continue their work! **Wednesday night:** Join us for an open house party and silent auction for our charities!

**Thursday** will continue the excitement with a down town Street Party, opening this year at noon, all of our participants and Sponsors are invited to display their boats on McCulloch Boulevard which will be closed off for the event. Display and vendor booth areas can be purchased by our sponsors and the public. Last years Street Party was spectacular and over 25,000 people turned out from all over the area, so of course we have to make it even bigger this year. **Registration and check in for the poker run and shootout will open Thursday night at the street party.**

**Friday** morning back at the Nautical Resort, the Poker Run takes off with registration, drivers meeting and a parade thru the London Bridge Channel beginning the run. With 3 card stations in the morning, Lunch catered at the Nautical Inn, 2 card stations and a helicopter photo station in the afternoon, there is lots of fun boating action! That evening back at the Nautical Inn we have a great Party while we open the cards and record the winners, which will be announced Saturday night at the Awards Party!!!

**Saturday** morning begins with registration and check in for the Desert Storm Shootout. The Shootout Course starts off near Site Six Launch Ramp and runs two miles south on the California side. Set to run all day with a break for lunch, we'll see who have the fastest boats in the west and the King/Queen of the Desert!!! Boating Spectators will be restricted to areas east of the buoy marked Spectator Line, land based spectators have a great view from Site 6 Bluff and Islander RV Resort.

Saturday night we'll award the top speeds in each class and crown the new King of the Desert! Dinner will be served and awards given out including the winning hands of the Poker Run, at a huge outdoor party at the Nautical Resort.

For the Havasu Boat Show and Desert Storm participants, sponsors and spectators, LakeRacer produces a 60+ page event magazine with over 5000 issues; sponsoring this event exposes your business to this exclusive group of high rollers, enthusiastic boaters, and spectators. In attendance will be over 25,000 participants and spectators. How better to promote you and your product other than directly in front of your target market? We invite you to support this great event with your sponsorship!

Your participation when booked immediately will guarantee you get the most advertising and exposure for your dollar. We will have over 200 boats coming from all over the United States. Several levels of sponsorship are available, with other participation options available by negotiation. Please complete your choice of the attached agreements and return it with a check to reserve your selection. To receive the full benefits of your participation please send us a CD with your name, logo and digital ad copy (depending on level of participation) as soon as possible. **Ad copy MUST be received no later than March 20th, 2011.** Make checks payable to LakeRacer, L.L.C. Emails can be sent to Jim Nichols ([jimn@lakeracerllc.com](mailto:jimn@lakeracerllc.com)) If you have any questions please contact us immediately.

DESERT STORM POWERBOAT EVENT 2012

**ADMIRAL LEVEL (Title) SPONSORSHIP \$20,000**

Included for the Admiral Level (Title) sponsorship:

- A. Your color logo displayed above event logo and along side LakeRacer logo in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the front of the event t-shirts below the LakeRacer logo.
- B. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 20' tent. Space provided for three or more banners to be displayed at the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event.
- C. A full page, color ad included in the Event Guide Magazine. You will have your choice of inside front cover, centerfold or interior page. It includes an event schedule, sponsor ads and poker run station locations (map.) As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- D. A sponsor catalog can be placed at each banquet table.
- E. Display of sponsor logo in all promotional materials (see A above.) Sponsor must provide logo and ad artwork by December 15, 2011. The sooner we receive a copy of your logo, the more exposure you will receive on the promotional material.
- F. Eight adult entry wristbands, Eight event t-shirts, and Poker Run entry with two poker hands. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price.
- G. Two rooms for three nights at the Nautical Inn. End tie dock space on Nautical Inn dock.

Sponsor



Booth Space Options: Street Party \_\_\_\_\_  
Nautical Headquarters \_\_\_\_\_ Site Six \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**COMMODORE LEVEL (Named Sponsor) SPONSORSHIP \$15,000**

Included for the **COMMODORE** Level (Named Sponsor) sponsorship:  
Your choice of (first come, first served):

- Saturday Night Banquet and Party.
- Band and stage sponsor.
- Shootout Sponsor

- A. Your color logo displayed above all logos except Title Sponsor logo in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the event t-shirt front sponsor strip.
- B. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 10' tent. Space provided for three banners to be displayed at the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event.
- C. A full page, color ad included in the Event Guide Magazine. You will have your choice of inside back cover, centerfold or interior page. As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- D. A sponsor catalog can be placed at each banquet table.
- E. Display of sponsor logo in all promotional materials (see A above.) Sponsor must provide logo and ad artwork by December 15, 2011. The sooner we receive a copy of your logo, the more exposure you will receive on the promotional material.
- F. Six adult entry wristbands, Six event t-shirts, and Poker Run entry with two poker hands. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price. 12 ft wide dock space on Nautical Inn sponsor dock for one Boat.

LakeRacer, L.L.C.	Sponsor Name	_____
_____	Authorized Signer	_____
James D. Nichols, Manager	Print Name	_____
Date	Date	_____

Booth Space Options:

Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_  
 Nautical PR Village \_\_\_\_\_ Space needed: \_\_\_\_\_ Table/chairs? \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**COMMANDER LEVEL SPONSORSHIP \$10,000**

Your choice of (first come, first served):

- Friday night card turn in party (**ILMOR Sponsoring**)
- Saturday Lunch in the Park for all participants.
- Safety Helicopter and paramedic-diver crew.
- General Event Sponsor Commander Level
- Shootout Co-Sponsor (**DCB Sponsoring**)

Included for the Commander level sponsorship:

- G. Your color logo displayed in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the sponsor section of the event t-shirts.
- H. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 10' tent.
- I. Space provided for two banners to be displayed at the Nautical Inn, and other event locations. Banners will be returned to sponsor at the conclusion of the event. 12 ft wide dock space on Nautical Inn sponsor dock for one Boat.
- J. A full page, color ad included in the Event Guide Magazine. You will have your choice of inside back cover, centerfold or interior page. First come, first served. As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- K. Display of sponsor logo in all promotional materials (see A above.) Sponsor must provide logo and ad artwork by December 15, 2011. The sooner we receive a copy of your logo, the more exposure you will receive on the promotional material.
- L. Six adult entry wristbands, six event t-shirts, and Poker Run entry with two poker hands. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price.

LakeRacer, L.L.C.	Sponsor Name	_____
_____	Authorized Signer	_____
James D. Nichols, Manager	Print Name	_____
Date _____	Date	_____

Booth Space Options:  
 Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_  
 Nautical PR Village \_\_\_\_\_ Space needed: \_\_\_\_\_ Table/chairs? \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**CAPTAIN LEVEL SPONSORSHIP \$5,000**

Your choice of (first come, first served):

- Official Pace Boat & T-Shirt Sleeve (**IMCO Sponsoring**)
- Friday Night Event Party – Co Sponsorship
- Safety Helicopter and paramedic-diver crew (**Baca Marine Sponsoring**)
- Wednesday Welcome Party & OpenHouse (**Oregon Custom Marine Sponsoring**)

Included for the Captain level sponsorship:

- A. Your color logo displayed in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the sponsor section of the event t-shirts.
- B. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 10' tent.
- C. Space provided for two banners to be displayed at the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event. 12 ft wide dock space on Nautical Inn sponsor dock for one Boat.
- D. A full page, color ad included in the Event Guide Magazine. As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- E. Display of sponsor logo in all promotional materials (see A above.) Sponsor must provide logo and ad artwork by December 15, 2011. The sooner we receive a copy of your logo, the more exposure you will receive on the promotional material.
- F. Four adult entry wristbands, Four event t-shirts, and Poker Run entry with two poker hands. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price.

LakeRacer, L.L.C.	Sponsor Name	_____
_____	Authorized Signer	_____
James D. Nichols, Manager	Print Name	_____
Date _____	Date	_____

Booth Space Options:  
 Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_  
 Nautical PR Village \_\_\_\_\_ Space needed: \_\_\_\_\_ Table/chairs? \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**ENSIGN SPONSORSHIP \$2,500**

Your choice of: (Larger display area negotiable)

- Static Display for 2 each 30ft + boats.
- Static Display for 2 each 40ft Motorhomes
- Static Display for 1 each 60ft Truck & Trailer.
- Booth to be setup in the Conference Center Parking Lot.

Included for the sponsorship:

- A. Your color logo displayed in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the sponsor section of the event t-shirts.
- B. A 1/2 page, color ad included in the Event Guide Magazine. It includes an event schedule, sponsor ads and poker run station locations (map.) As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- C. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 10' tent. 12 ft wide dock space on Nautical Inn sponsor dock for one Boat.
- D. Space provided for two banners to be displayed at the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event.
- E. Four adult entry wristbands, Poker Run entry with two Poker Hands Four event t-shirts. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price.

LakeRacer, L.L.C.	Sponsor Name	_____
_____	Authorized Signer	_____
James D. Nichols, Manager	Print Name	_____
Date	_____	Date
	_____	_____

Booth Space Options:  
 Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_ Conference Center Lot \_\_\_\_\_  
 Nautical PR Village \_\_\_\_\_ Space needed: \_\_\_\_\_ Table/chairs? \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

CHIEF LEVEL SPONSORSHIP \$1,500

Your choice of (first come, first served):

- Friday Morning Card Station (3 ea)– (Sold out)
- Friday Afternoon Photo Stop Station (**Pirate Cove Resort Sponsoring**)
- Friday Afternoon Card Station (2 ea)
- General Event Sponsor Chief Level

Included for the Chief level sponsorship:

- A. Your color logo displayed in our desktop posters, flyers, brochures, registration packets, [www.lakeracer.com](http://www.lakeracer.com) web-site, and on the sponsor section of the event t-shirts.
- B. Promotional Display Booth at the Street Party (April 26) and Poker Run Village (April 27,28) on the Nautical golf course where we can provide you with a table and two chairs and space for a 10' x 10' tent.
- C. Space provided for two banners to be displayed ay the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event.
- D. A 1/2 page, color ad included in the Event Guide Magazine. As an option, Sponsor can provide two hundred fifty color brochures to be included in the participants promotional and goody bag. Sponsors will also receive a promotional bag.
- E. Display of sponsor logo in all promotional materials (see A above.) Sponsor must provide logo and ad artwork by December 15, 2010. The sooner we receive a copy of your logo, the more exposure you will receive on the promotional material.
- F. Two adult entry wristbands, Two event t-shirts. Additional banquet tickets, event t-shirts and poker hands can be purchased at regular price.

LakeRacer, L.L.C.	Sponsor Name	_____
_____	Authorized Signer	_____
James D. Nichols, Manager	Print Name	_____
Date	_____	Date
	_____	_____

Booth Space Options:  
 Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_ Conference Center Lot \_\_\_\_\_  
 Nautical PR Village \_\_\_\_\_ Space needed: \_\_\_\_\_ Table/chairs? \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. If LakeRacer receives sponsor advertising and promotional material after the deadline date of December 15, 2011, LakeRacer cannot be held liable for exclusion in the Magazine ads, event guide, t-shirts, etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**DISPLAY BOOTH ONLY SPONSORSHIP \$1,000**

Included for this level sponsorship:

- A. Promotional Display Booth at the Street Party (April 28) and at the Static Display Area (April 29,30) in the **Nautical Resort Poker Run Village (space available) or Conference Center Parking Lot (Vehicle Display)**. LakeRacer, L.L.C. will provide you with a space for a 10' x 10' tent and if needed a table and two chairs.
- B. Space provided for two banners to be displayed at the Nautical Inn. Banners will be returned to sponsor at the conclusion of the event.
- C. Two awards adult entry wristbands, Two event t-shirts. Additional banquet tickets, event t-shirts and poker run registration can be purchased at regular price.

LakeRacer, L.L.C.

Sponsor Name \_\_\_\_\_

\_\_\_\_\_  
James D. Nichols, Manager

Authorized Signer \_\_\_\_\_  
Print Name \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

Booth Space Options:

Street Party \_\_\_\_\_ Poker Run Village \_\_\_\_\_ Nautical CC Vehicle Display \_\_\_\_\_  
 Table and Chairs Needed? \_\_\_\_\_ Vehicle Length \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

DESERT STORM POWERBOAT EVENT 2012

**STREET PARTY DISPLAY ONLY SPONSORSHIP \$500**

Included for this level sponsorship:

- A. Promotional Display Booth at the Street Party (April 28) for one Boat and Booth (10' x 10') Display. Larger Displays are available by using sponsorships above. .
- B. Two awards banquet tickets, Two event t-shirts. Additional banquet tickets, event t-shirts can be purchased at regular price.

LakeRacer, L.L.C.	Sponsor Name	_____	
_____	Authorized Signer	_____	
James D. Nichols, Manager	Print Name	_____	
Date	_____	Date	_____

Booth Space Options:  
Street Party \_\_\_\_\_ Length requirement: \_\_\_\_\_

Sponsor will be required to provide their own promotional material including but not limited to ad copy, logos, banners, flyers, brochures etc. This agreement and all efforts associated herewith are made in good faith. Any agreement changes must be made in writing only and agreed to by LakeRacer and sponsor.

**DESERT STORM POWERBOAT EVENT 2012**

<b>Sponsor Information:</b>			
Owner Name:			
Owner Address:			
City:	State:	Zip:	Miles Traveled:
Email Add:	Telephone #:		Number in Party
Company Name:	Fax #:		Staying at the Nautical?

<b>Boat Information- If applicable:</b>				
Boat Make:	Boat Model:	Year:	Length:	Top Speed:
Boat Name:	Boat Reg. No.:		Engine Description:	
Insurance Co.:	Policy No.:		Policy Expiration Date:	

**No Registration Refunds given after April 15, 2012**

<p align="center"><b>Sponsor – Admiral Level \$20000.00</b>  <b>(Included: 2 Rooms (3 nights) 8 wrist bands, 8 shirts, 2 Poker Run hands, Dock space)</b>                      Select Shirt Sizes 1: ____ / 2: ____ / 3: ____ / 4: ____ / 5: ____ / 6: ____ 7: ____ / 8: ____</p>	
<p align="center"><b>Commodore Sponsor Level \$15000.00</b>  <b>(Included 6 wrist band – 6 shirts – 2 Poker Run hands, Dock space)</b>                      Select Shirt Sizes 1: ____ / 2: ____ / 3: ____ / 4: ____ / 5: ____ / 6: ____</p>	
<p align="center"><b>Commander Sponsor Level \$10000.00</b>  <b>(Included 6 wrist band – 6 shirts – 2 Poker Run hands, Dock space)</b>                      Select Shirt Sizes 1: ____ / 2: ____ / 3: ____ / 4: ____ / 5: ____ / 6: ____</p>	
<p align="center"><b>Captain Sponsor Level \$5000.00</b>  <b>(Included 4 wrist band – 4 shirts – 2 Poker Run hands, Dock space)</b>                      Select Shirt Sizes 1: ____ / 2: ____ / 3: ____ / 4: ____</p>	
<p align="center"><b>Ensign Sponsor Level \$2500.00</b>  <b>(Included 2 wrist band – 2 shirts – 2 Poker Run hands Dock space)</b>                      Shirt Sizes 1: ____ / 2: ____ / 3: ____ / 4: ____</p>	
<p align="center"><b>Chief Sponsor Level \$1500.00</b>  <b>(Included 2 wrist band – 2 shirts)</b>                      Select Shirt Sizes 1: ____ / 2: ____</p>	
<p align="center"><b>Extra Poker Hands (6 max): \$50.00 each</b></p>	
<p align="center"><b>Additional crew member (Adult entry and T-shirt: \$50.00 each</b>                      Select Shirt Sizes 1: ____ 2: ____                      Select Shirt Sizes 3: ____ 4: ____</p>	
<p align="center"><b>Extra Men's Tee or Tank- shirts: \$20.00 each</b>                      Select Shirt Sizes 1: ____ 2: ____                      Select Shirt Sizes 3: ____ 4: ____</p>	
<p align="center"><b>Children Wrist Bands: \$15.00 each</b></p>	
<p><b>Card Stop? Yes ____ No ____ - Booth space? Yes ____ No ____ Total:</b></p>	

**I have read and agreed to the event "Terms & Conditions" \_\_\_\_\_**

**(Signature)**

**Please remit your check or money order for the amount payable to:**  
**(Please include a copy of your Boat Registration and Insurance Policy)**  
**LakeRacer L.L.C. - Poker Run P.O. Box 86006 Phoenix, AZ 85080**