



18th Annual Event ♦ September 25, 2010 ♦ Dulles International Airport

■ **Hosted by the Metropolitan Washington Airports Authority**

- The largest area fundraiser for Special Olympics Virginia
- An annual Open House for the Dulles Airport Community
 - Open invitations for the public and free admission
 - Supported by a variety of community businesses

■ **Sponsorship Opportunities are true Partnerships for...**

- Highlighting your Community Involvement
- Team Building at its Best!
- Volunteerism and Charitable Support
- Advertising Exposure and Marketing Benefits
 - Print, Radio and TV promotion
 - The combined Public Relations efforts of MWAA & SOVA
 - On site visibility, recognition and exhibit options



The Community Event & Team Competition to pull a 164+,000 pound Jet!

The Dulles Day Family Festival & Plane Pull is a full day of excitement attracting more than 10,000 people! Highlights of this annual benefit include airplane and auto exhibits, the kid's zone and bus pull, varied displays and activities, vendors, food and entertainment for all! Join the fun and support Special Olympics at this community event featuring the Plane Pull, a team competition and battle against a 164,000+ pound jet.

100% of Proceeds support Special Olympics Virginia. Sponsoring organizations are helping athletes with intellectual disabilities achieve success, earn respect, and gain acceptance within the community.



Plane Pull Attendees include professionals and their families from throughout the entire Metro area. 75+ companies support the event by participating as teams, sponsors, vendors and / or volunteers.

Marketing Outreach begins early on event websites, calendar listings and by direct mail. Sponsor recognition is part of event promotion including:

- 10,000 Flyers displayed at area retail locations, partnering organizations and special events
- Event Web site with links to partnering organizations
- 6 Highway signs displayed on major roadways for six weeks leading up to the event (Silver Sponsors and above)
- E-mail blasts, website exposure and mention on radio promos beginning six weeks prior to event
- NewsChannel 8 promos for three weeks prior to the event
- Press releases issued to all area media outlets
- 2000 Team, Souvenir and Volunteer T-shirts
- On site banners and event signage
- 100 Dash plaques & 35 trophies (Car Show Sponsors only)

Let Special Olympics athletes know you're **PULLING FOR THEM!**

Plane Pull 2009 Participation Options

Standard Exhibit Space.....\$400.00

- 10X10 tented exhibit space including display table and chairs. 10X20 spaces are available for \$600.00 and electricity is available for \$50.00

Official Plane Pull Team.....\$1,000.00 minimum donation

- *Be part of the action! Teams receive a plaque and a team photo, are listed on the event website and receive recognition in promotional material. Members receive customized t-shirts and become eligible for additional prizes as they raise funds. Trophies are awarded in 7 categories.*

Partnership Levels

Presenting Sponsor (Limit 2):.....\$25,000.00

- Industry and/or category exclusivity for event sponsorship
- Logo on event highway and road signs (6 weeks exposure; 6 locations)
- Premium logo placement on event website, promotional brochures, flyers, posters & event shirts
- Prominent recognition in print advertisements, radio & TV spots and on media partner websites
- Recognition and presentation opportunity for company representative at opening of event
- Team participation with access to a VIP tent stocked with snacks and beverages
- Expanded exhibit space, opportunity to display 4 banners at Dulles Day
- SOVA Corporate Partnership at the Hero Level (inclusive of annual partnership benefits)

Gold Sponsor:.....\$15,000.00

- Logo on event highway and road signs (6 weeks exposure; 6 locations)
- Logo placement on event website, promotional brochures, flyers, posters & event shirts
- Recognition in print advertisements, radio & TV spots and on media partner websites
- Team participation with access to a VIP tent stocked with snacks and beverages
- Expanded exhibit space, opportunity to display 2 banners at Dulles Day
- SOVA Corporate Partnership at the Star Level (inclusive of annual partnership benefits)

Silver Sponsor:.....\$10,000.00

- Logo on event highway and road signs (6 weeks exposure; 6 locations)
- Recognition in print advertisements, event website, brochures, flyers, posters & event shirts
- Team participation with access to a VIP tent stocked with snacks and beverages
- Standard exhibit space, opportunity to display banner at Dulles Day
- SOVA Corporate Partnership at the Champion Level (inclusive of annual partner benefits)

Bronze Sponsor:.....\$5,000.00

- Listing on event website, promotional brochures, flyers, posters & event shirts
- Team participation with access to a VIP tent stocked with snacks and beverages

Car Show or Kid's Zone Sponsor.....\$2,000.00

- Logo and recognition on Car Show or Kid's Zone page of event website
- Logo placement on annual car show dash plaques and trophies (Car Show Sponsor)
- Opportunity to provide promotional materials for goody bags (Kid's Zone Sponsor)
- Standard exhibit space and banner within the car show or Kid's Zone area of the festival

For additional sponsorship information please contact Roy Zeidman at

rzeitman@specialolympicsva.org