



SPECTATOR'S GUIDE AND WEBSITE SPONSORSHIP OPPORTUNITIES

This year's New England Forest Rally is being held July 20-21, 2018 based out of Sunday River Resort. Several big names are already entered, and other potential entrants include action-sports star Travis Pastrana, Gymkhana founder Ken Block, and others. We also hope to host daily spectator-friendly Special Stages to increase attendance. The event promises to attract thousands of people with many spending multiple days in the area.

Spectator's Guide and Website Background

To improve the spectator experience, we annually produce a printed (also available online and via mobile App) Spectator's Guide which includes an introduction to rally, information on the region, competitor entry list, details of the actual rally stages and more. We print 3,000 full color copies of the guide, which are available at no cost to spectators at rally headquarters at Sunday River and at several Bethel-area businesses.

We also make the Spectator's Guide available for download in PDF format on NewEnglandForestRally.com several weeks before the event, when spectators plan their trip. Last year the download page for the guide had 10,000 views leading up to and during the rally. The website also has a page with details on local area businesses which had approximately 500 views leading up to the event. The sanctioning body: American Rally Association has an app for the event. The App is opened about 20,000 times at an event with an average user spending 2.5 minutes on the App.

We are looking for businesses who are interested in getting in front of thousands of outdoor and automotive enthusiasts who live and vacation in Maine and NH.

This guide and website are vital for spectators in the planning stages of attending, and a valuable resource during the event itself. Your business will directly benefit from this exposure!

Opportunities

- Full page four-color ad \$500
(inside cover and inside back cover spaces are available for \$600 each)
- ½ page four-color ad \$300
- ¼ page four-color ad \$200

Any support of the New England Forest Rally Spectator’s Guide will also include:

- listing and link on the Spectator Guide download page and the Area Information page at NewEnglandForestRally.com
- presence on the American Rally Association event App
- additional sponsorship options for additional branding w/event and display space

**PLEASE SHOW YOUR SUPPORT FOR THIS VERY EXCITING EVENT!
DEADLINE FOR SUPPORT AND ADS IS JUNE 8, 2018**

Business Name:_____

Ad size desired (premium placement location if desired):_____

Contact Name_____

Address_____

Website_____

Phone_____

30 word description for use on NewEnglandForestRally.com_____

Payment Type (please circle one): Invoice - Credit Card - Mail Check

Credit Card Type_____ Credit Card #_____

Expiration Date_____ CSV #_____ Name on Card_____

Checks can be mailed to:

Team O’Neil Rally School, 178 Miller Rd, Dalton, NH 03598

To receive final ad specs, ask any questions or to submit this form contact Karl Stone:
karl@teamoneil.com or (603) 444-4488