



# 11TH ANNUAL! JEEPFEST

August 20th, 2011  
New Castle, Pennsylvania



Since 2001, Heritage Region Jeep Alliance (a 501c7 non-profit organization) has been hosting our annual “Jeepfest” near New Castle, PA.

In 2010, we again, had over 500 jeeps registered of all various years and models. We estimate there were over 1,500 attendees visiting the Jeepfest grounds during the day.

Jeepfest is a family-oriented fun event that is very affordable for the attendees and attracts participants from many states and Canada! Last year we received local television and newspaper coverage for the event. The word is out that this is a fun event, and we expect this event to continue to grow for years to come. Our [WWW.JEEPFEST.NET](http://WWW.JEEPFEST.NET) website also continues to gain more hits every year. Here is a list of activities that encompass Jeepfest:

- Jeep show with trophies in 11 categories
- “Mini Trailride”, a half-mile course through the woods that lets participants experience “true” off-roading (most for the first time) in a safe, controlled environment.
- Obstacle Course with rocks, several mud pits, and other obstacles
- RTI Ramp
- Full “Kids” area with kids activities, and children’s entertainment
- Vendors booths (both dealership, 4x4 vendors and food vendors)
- Jeep History Tent
- DJ taking requests & providing music all day in the park.
- Jeep “Parade” from the park to Butler, PA Birthplace of the Jeep with a Jeep Historian proving an educational history of the Jeep at the site of the original Bantam factory.

The growth of this event has hinged mainly on two factors: our volunteers and our sponsors. We truly hope your company will consider supporting Jeepfest this year.



Please see page two for sponsorship information



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**Sponsorship Information:**

**“Premier” Sponsor**— Donates a minimum of \$1,000 in prizes for our raffle, and \$500 donation to HRJA for reimbursement for jeepfest expenses, or a minimum of \$1,000 donation to HRJA for reimbursement for jeepfest expenses.

**“Gold” Sponsor**—Donates a minimum of \$500 in prizes for our raffle, or \$250 donation to HRJA for reimbursement for jeepfest expenses.

**“Standard” Sponsor**—Donates a minimum of \$75 in prizes for our raffle.

**“Vendor” Sponsor**—Purchases a vendor spot (\$50 for 15’x15’ space)

Sponsor Type	Listed as sponsor on Jeepfest.net website	Vendor material placed in goody bags	Electronic Attendee list (if requested)	Vendor booth spot	Logo back of T-shirt*	Banner Placement
Premier	Yes, in prime spot	Yes	Yes	Free up to 20’x50’	Large near top of shirt	At prime spots on grounds
Gold	Yes, in secondary spot	Yes	Yes	Free up to 20’x30’	Medium in middle of shirt	Throughout jeepfest grounds
Standard	Yes	Yes	Yes	No	Listed in type at bottom	Throughout jeepfest grounds
Booth Vendor	No	Yes	Yes	15’x15’ for each \$50	No	At booth

If your company plans to help with this year’s event, please contact us ASAP, & please note the following dates:

**May 20th**— We need to have your commitment and logo sent to us by this date to be included on the back of the T-shirt and flyers. If sponsor is added after this date, the logo will only appear on the Jeepfest.net website.

**August 12th**—We need to have your prizes sent to us by this date if possible.

**August 12th** —We need to know what size booth area you are requesting.

Please send mail and packages to:  
 Heritage Region Jeep Alliance  
 Rick West, President  
 150 Gudekunst Rd.

Contact Information:  
 Melanie West, HRJA Jeepfest coordinator  
 Cell phone (412) 585-6328  
 Email: jeepfest@hrja.org