

PO BOX 412 | GRANTSVILLE, MD 21531 | PHONE: 301.689-0070 | FAX: 301.689.0470
truckshow@comcast.net | www.westernmarylandtruckshow.com

December 1, 2011

WESTERN MARYLAND TRUCK SHOW

A SPONSORSHIP PROPOSAL



PO BOX 412 | GRANTSVILLE, MD 21531 | PHONE: 301.689-0070 | FAX: 301.689.0470
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Dear Business Owner,

The Western Maryland Truck Show invites you to become a sponsor for our annual big rig truck show & festival, to benefit The Dove Center (Garrett County Domestic Violence Resource Center). The primary source of funding for this three-day event is from corporate sponsors, such as you. The Western Maryland Truck Show receives no governmental funds. 100% of the net proceeds are given to the designated charity.

This exciting event will be held August 24-26, 2012 at Grantsville Town Park in Grantsville, Maryland. Over the past 13 years, it has grown to include a massive truck show where working trucks come from Eastern and Central states to display their chrome, paint, and lights; a beauty pageant for young women in the community; lawn mower pulling contest, candy drop, food vendors, awards, and a concert Saturday night featuring local bands and a Nashville country music star. Aaron Tippin has been confirmed for our 2012 event. The average attendance is 3,000 people annually.

Your sponsorship will help assure the success of the Western Maryland Truck Show. Enclosed please find more information on this exciting event and its sponsorship levels. We have exclusive Presenting and Stage Sponsorships available as well as packages designed to fit all budgets. The event brings business to the area – hotels and restaurants sell-out that weekend, and many businesses will benefit from the large crowds and increased exposure.

Please review the enclosed information, and do not hesitate to contact me with any questions or concerns. I look forward to speaking with you at your earliest convenience and hope you can join us as a corporate sponsor of the WESTERN MARYLAND TRUCK SHOW IN 2012!

Sincerely,

Jim McFarland

Jim McFarland
President
Western Maryland Truck Show LLC
301-689-0070
truckshow@comcast.net

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FACT SHEET

Event: The Western Maryland Truck Show is an annual event held in Grantsville, Maryland. The three-day event held on the 4th weekend in August includes tasty foods, live entertainment with nationally-known headliners, contests, and a big rig truck show. The event draws an average of 3000 attendees, with 60 trucks competing for awards. Participants have come from Virginia, Ohio, West Virginia, Pennsylvania, New York, Missouri, and Maryland.

Date: August 24 – 26, 2012

Location: Grantsville Town Park, Grantsville, MD

History: In 1999, the event was conceived by Jim McFarland and his family's love for big rigs and passion for giving back to their community. The idea was presented to the community and received overwhelming positive response. The Western Maryland Truck Show was incorporated in 2001 and received its IRS 501(c) 4 designation (#52-2331941). It has been held every year since 1999.

Funding: The Event is operated by Western Maryland Truck Show, LLC with primary sources of funding obtained from corporate sponsors, revenue from admission tickets to the concert, food license fees, and beverage sales. The Western Maryland Truck Show receives no governmental funds.

Admission Tickets: Admission to the truck show is free. A minimal charge of \$7.00 per ticket (\$5.00 in advance) offers individuals and families the opportunity to enjoy a Saturday evening concert featuring local bands and a Nashville country music headliner act. Aaron Tippin has been confirmed for the 2012 concert. There is an additional charge for food and beverage items. Tickets may be purchased through sponsor outlets, online through the event website, or at the entrance to the concert area.

Beneficiaries: The Western Maryland Truck Show event benefits the Dove Center (Garrett County Domestic Violence Resource Center). Details on the following page. A portion of the proceeds are used to cover expenses including insurance, security, sanitary facilities, equipment rental, entertainment, advertising and printing costs to make a clean, safe, and well-attended festival for patrons and sponsors. Remaining proceeds are donated to The Dove Center.

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HISTORY AND BENEFICIARIES

The Western Maryland Truck Show started in 1999 with a 2nd generation produce trucking company family's love for big rigs, and passion for giving back to their community. Over the past 13 years it has grown to include a massive truck show where working trucks come to display their chrome, paint, and lights, a beauty pageant, lawn mower pulling contest, candy drop, food vendors, awards, and a concert on Saturday night featuring a Nashville country music star.

The Western Maryland Truck Show is a 501(c)4 charitable event, with 100% of the net proceeds donated to a local charity. Previous recipients include Make-A-Wish Foundation, Toys For Happiness, local high school sports programs, AYSO Soccer, Ovarian Cancer Awareness Walk, Garrett County Hospice, and Big Brothers Big Sisters. In 2011 and 2012, the recipient will be the Dove Center (Garrett County Domestic Violence Resource Center). The Dove Center (D.V.S.A.R.C., Inc.) is a private, non-profit organization dedicated to the elimination of domestic and sexual violence through intervention and prevention. The agency operates within the confines of Garrett County. Its administrative offices are located in Oakland, MD.

Garrett County Health Department formed a unit in 1991 to look at the special needs of domestic and sexual violence, operating under the direction of a Board of Directors. What began as a grassroots effort to address counseling and support services expanded as client numbers grew. An agency-run shelter became part of the vision and officially opened its doors in 1997. An outreach opened in 1999 in Grantsville.

The Dove Center plays an integral role in the coordinated community response to victims. The organization's goals and aspirations are clearly delineated in the mission statement - **To empower victims of domestic violence/sexual assault to develop a sense of self-worth and take control of their lives, and to promote and foster public awareness of these issues.**

The Dove Center staff also provides community education through billboards, public service announcements, window displays, and by participating in speaking engagements at local schools, churches, businesses and organizations. The Dove Center is primarily funded through state, county and federal grants. In addition to these, the Dove Center staff holds several fundraisers throughout the year to supplement budget needs. The Center is also blessed to have the support of the community through donated cash and supplies.

All services through the Dove Center are free and confidential. There is a sliding scale fee for shelter use and for the abuse intervention education group.

Western Maryland Truck Show

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We invite you to review the sponsorship options shown on the following pages. We have created packages to fit various needs and budgets, but feel free to contact us to discuss a custom sponsorship to fit your requirements if different than those shown. Enjoy these photos from our 2011 Truck Show.



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SATURDAY NIGHT CONCERT with AARON TIPPIN

Photo Credit: Rusty Russell



In Overdrive

Biography

Aaron Tippin is a force of nature, a man whose passion for music fuels an array of other vigorous enthusiasms. Apart from writing and recording songs and wowing crowds with his live appearances, Tippin is also a pilot, farmer, winemaker, outdoorsman, competitive bodybuilder and devoted family man. He even runs his own record label. It's no surprise then that so many in the music industry regard this tireless South Carolinian as the "Hillbilly Hercules."

Fresh from unveiling *He Believed*, his exclusive album for Cracker Barrel Old Country Stores, Tippin has now released a second collection of songs, one that salutes America's truck drivers. It's called *In Overdrive* and features the trucker classics "East Bound And Down," "Drivin' My Life Away," "Prisoner Of The Highway," "Girl On The Billboard," "Movin' On," "The White Night," "Roll On," "Truck Drivin' Man," "Long White Line," "Drivin' Fool" and "Danger Dave."

In Overdrive was sparked by Tippin's concern that country music had turned its back on its highway heroes. "Seems like somewhere along the line trucking music got shoved off the country music plate," he observes. "I don't understand exactly why. The trucks are still out there. And they're busier than ever keeping America rolling. I know the folks who work and live in the

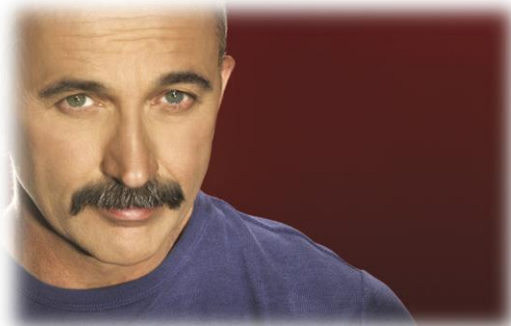
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trucking world still love this music—and so do most fans of real country music. This album launches my crusade to bring the music back.”

Tippin has crusaded for the working man and woman since he ripped country music wide open in 1990 with his uncompromising “You’ve Got To Stand For Something.” On the strength of that remarkable song, comedian Bob Hope invited Tippin to appear with him when he toured the Mideast to entertain the troops of Desert Storm. Tippin has been a favorite of—and a standby for—America’s fighting forces ever since.

In the years that followed, Tippin’s voice continued to ring loud and clear with such hits as “I Wouldn’t Have It Any Other Way,” “There Ain’t Nothin’ Wrong With The Radio” (an affectionate nod to the kind of automotive clunker most of us have had to rely on at one time or another), “My Blue Angel,” “Working Man’s Ph. D.,” “The Call Of The Wild,” “I Got It Honest,” “That’s As Close As I’ll Get To Loving You,” “For You I Will,” “Kiss This” (a cheeky No. 1 song he co-wrote with his wife and partner-in-everything, Thea).

Tippin became immediately enraged by the sneak attacks of 9/11 and quickly remembered a song he’d recently penned, (his proudly defiant), “Where The Stars And Stripes And The Eagle Fly.” He instantly booked studio time and rushed to Nashville and tracked this emotional anthem that reminds countless people as to what it means to be an American. Tippin has since journeyed to Iraq and Afghanistan to sing for the troops. These missions, in turn, have earned him guest spots on such shows as *Larry King Live* and *Hannity & Colmes* to speak on the military’s behalf.



Tippin’s honest lyrics and direct, impassioned vocals have built a large and devoted audience. Five of his albums are certified “Gold”—*Call Of The Wild*, *You’ve Got To Stand For Something*, *Lookin’ Back At Myself*, *Tool Box* and *People Like Us*. A sixth CD—*Read Between The Lines*—stands at the “Platinum” level. In keeping with his take-charge attitude, Tippin established NIPPIT Records in 2005. In 2008, the label partnered with Cracker Barrel for the release of *He Believed*.

Tippin’s retreat is a 500 -acre farm in middle Tennessee, where he labors, relaxes and revels in the outdoors with wife and musical collaborator Thea and their two sons, Tom and Ted. It’s also the home base for his hangar (complete with four working aircrafts), runway, recording studio and winery.

During the months ahead, Tippin and his band will be roaring along America’s vast highway grid, meeting truckers and singing their praises to a new generation of country music fans. *In Overdrive* will be available in stores and online in October 2008.

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New Website!

- Our graphic design team is hard at work creating our new website.
- As a sponsor, you will be listed on our Sponsor Page
- As Title Sponsor, your company logo will be here on home page, as shown in this example.

Facebook icon

WESTERN MARYLAND TRUCK SHOW

GRANTSVILLE TOWN PARK - GRANTSVILLE, MD
I-68 AT EXIT 19 Presented by [Redacted]

AUGUST 24 THROUGH 26, 2012
3 FULL DAYS OF FUN, FOOD & MUSIC FEATURING

AARON TIPPIN

Also Appearing: *Girls in Black Hats*

SATURDAY NIGHT, AUGUST 25

New for 2012 - \$3 draft beer in the Big Tent!!

BILLY BIGRIGGERS SALOON

CONTACT MAP LINKS

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m
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Diamond Sponsor \$5,000 (exclusive)

- Main stage signage for Saturday night concert
- Live on-stage public address system mentions at concert
- Two booth spaces at truck show
- 8 tickets to pre-concert Meet & Greet with Aaron Tippin
- 35 Sponsor VIP tickets including reserved concert seating in front rows and access to VIP Area
- 150 general admission tickets for promotional use
- Company name mentioned in radio advertising
- Company name and logo in print media advertising
- Company name and logo on event t-shirt
- Company name and logo on event posters (distributed to businesses, government agencies, civic organizations, etc. to post)
- Company name and logo posted on official event website
- Link to your company website from official event website
- Sponsor Employee Discount Tickets (\$4.00 advance ticket price)



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Gold Sponsor \$3,500

- One booth space at truck show
- 6 tickets to pre-concert Meet & Greet with Aaron Tippin
- 25 Sponsor VIP tickets including reserved concert seating in front rows and access to VIP Area
- 100 general admission tickets for promotional use
- Company name event recognition (signs and/or banners)
- Company name and logo in print media advertising
- Company name and logo on event t-shirt
- Company name and logo on event posters (distributed to businesses, government agencies, civic organizations, etc. to post)
- Company name and logo posted on official event website
- Link to your company website from official event website
- Sponsor Employee Discount Tickets (\$4.00 advance ticket price)

Silver Sponsor \$2,000

- One booth space at truck show
- 4 tickets to pre-concert Meet & Greet with Aaron Tippin
- 15 Sponsor VIP tickets including reserved concert seating in front rows and access to VIP Area
- 50 general admission tickets for promotional use
- Company name event recognition (signs and/or banners)
- Company name and logo in print media advertising (size differentiated)
- Company name and logo on event posters (distributed to businesses, government agencies, civic organizations, etc. to post)
- Company name and logo posted on official event website
- Link to your company website from official event website
- Sponsor Employee Discount Tickets (\$4.00 advance ticket price)

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Bronze Sponsor \$500

- Company name in print media advertising (size differentiated)
- Company name on event posters (distributed to businesses, government agencies, civic organizations, etc. to post)
- Sponsor Employee Discount Tickets (\$4.00 advance ticket price)
- 5 Sponsor VIP tickets including reserved concert seating in front rows and access to VIP Area
- 25 general admission tickets for promotional use



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Sponsor Agreement

General. The sponsor hereby agrees to sponsor the WESTERN MARYLAND TRUCK SHOW described in the SPONSORSHIP PROPOSAL, a copy of which is attached hereto as Exhibit A and is incorporated herein by this reference. The Sponsor agrees to provide to WESTERN MARYLAND TRUCK SHOW the following in-kind services and/or pay the following fees:

_____ (Sponsorship level and Value)

In consideration therefore, WESTERN MARYLAND TRUCK SHOW shall provide Sponsor with the benefits described in the Proposal. WESTERN MARYLAND TRUCK SHOW may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment. Payments are due as follows. 25% due with signed agreement; 25% due on or before June 1, 2012. Balance due on or before July 15, 2012. Failure to pay fees when due may result in termination of this agreement. In-kind services shall be scheduled in writing by representatives of WESTERN MARYLAND TRUCK SHOW and Sponsor.

Limitation of Sponsorship. Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the WESTERN MARYLAND TRUCK SHOW to be held August 24-26, 2012. The Sponsor shall have first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and WESTERN MARYLAND TRUCK SHOW shall agree.

License and Usage. Sponsor hereby grants WESTERN MARYLAND TRUCK SHOW a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. WESTERN MARYLAND TRUCK SHOW agrees that the Proprietary Information will be used only in connection with the 2012 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and WESTERN MARYLAND TRUCK SHOW may agree. WESTERN MARYLAND TRUCK SHOW's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be reasonably withheld.

Sponsor Understandings. Sponsor understands as follows: the dollar values set forth in the Proposal are estimates based upon general sponsorship information available to WESTERN MARYLAND TRUCK SHOW; attendance and actual attendance figures may vary. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

Termination. WESTERN MARYLAND TRUCK SHOW may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or

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services, WESTERN MARYLAND TRUCK SHOW may substitute an event with equivalent benefits with the approval of Sponsor or shall refund any cash fee received from Sponsor by WESTERN MARYLAND TRUCK SHOW. Sponsor shall not terminate this agreement without the approval of WESTERN MARYLAND TRUCK SHOW.

Amendments. This agreement may be amended only by a written instrument executed by both parties.

Miscellaneous. This agreement is governed by Maryland law and is binding upon all of the parties' successors and assigns.

Dated _____

Dated _____

Western Maryland Truck Show LLC

Sponsor Company Name

By _____

By _____

Jim McFarland

Printed name of signee

Address _____

City/State/Zip _____

Phone _____

Email _____

