



Desert Thunder
A Children's Charity

What is Desert Thunder?

Desert Thunder is a non-profit 501(c) (3) charitable organization Children's Charity dedicated to raising donations that are distributed to children's service organization in Southern California and Southern Nevada. This year's event, Our 22nd Anniversary we will again be at Buffalo Bills Hotel and Casino in Stateline / Primm Nevada. **For 2018 we have added the excitement of a SXS, UTV, Family Ride and Car Show event for Saturday, which will include all new sponsors and vendors!!!!**

Desert Thunder was created and is run by a dedicated, volunteer Board of Directors that consists primarily of San Bernardino Sheriff's Department sworn and civilian personnel. **Desert Thunder's Non-Profit Federal Tax ID number is 32-0083923.**

All funds received by Desert Thunder, except for the direct operating expenses, will be awarded exclusively to charitable organizations, foundations and other charitable children's service providers. All organizations receiving donations are charitable organizations under Section 501(C) (3) of the Internal Revenue Code.

Website: www.desertthunder.org

2018 Event Dates: October 5-6, 2018

Location: Buffalo Bills Hotel and Casino
31700 Las Vegas Blvd. South
Jean, NV 89019

Attendees: Open to Everyone. Motorcycle Riders and Non-Riders Alike!
No Colors Allowed
Estimated Weekend Attendance is 2000 (Many returning each year!)

Advertising/Promotion: The extensive advertising / promotion schedule includes:
Official Desert Thunder Website
Several Event Calendars – Local, Nationwide, Car Clubs, Motorcycle Event Sites and more!
Social Media Sites
Local Press
Flyer Distribution – 1000's through multiple appropriate venues,
Organizations including benefitting non-profit charities,
Car clubs, motorcycle dealerships and more!
Press Releases
And More!

Contact Information: Doug Hubbard, Board President, (760) 963-9620, Cops9999@aol.com



Why Support Desert Thunder?

Desert Thunder – A Children’s Charity would not exist and could not continue its charitable efforts; making a difference for thousands of children in need, without the support of our valued sponsors, vendors, donors and rally participants. There are numerous ways to support this event and its cause while promoting Your Business!

Sponsorship:

Your organization may wish to Sponsor this exciting event and its worthy cause by choosing one or more of the “pre-packaged” sponsorship opportunities or you may “suggest and create one of your own”. Pre-packaged sponsorships are shown later in this document. Creation of your own sponsorship package should include what you wish to sponsor (see list of sponsorship needs) and what you have to offer. All suggested / created sponsorships will be reviewed for appropriateness. An acceptance or decline can be expected in approximately 10 days of receipt.

On-Site Vendor:

Desert Thunder offers an opportunity for you and your company to “SELL” your products or services during the event. This is a great opportunity to expose your company, product and/or service to numerous rally participants from several states! All vendors must complete a Vendor Agreement. Complete details can be found on the application. Vending space starts at \$100 for a 10’ X 10’.

Product Donation for Auction or Raffle:

To add to the excitement of the event, while supporting the efforts of fundraising for children in need, the Desert Thunder event includes a Live Auction and a Raffle.

List of Sponsorship Needs

- Financial Support to help Cover Expenses or Direct Donation of Need (as applicable)...
- Venue Expenses
- Staging, AV, Tents and other Equipment
- Entertainment (Live Music...)
- Advertising
- Event Pins
- Permits
- Grand Prize (To be determined)
- Motorcycle Show / Classic Car Show / Biker Games and their Awards
- Other
- Product Donation for Auction and/or Raffle
- Advertising Donation / PSA’s (Help us promote the event to increase participation!)
- Poker Run Stops (Inquire for more Detail)

Sample List of Benefit Offerings from Desert Thunder

- Logo inclusion on printed materials (limited by space/ future unprinted materials printed)
- Logo and Website Link for One Year on www.desertthunder.org (Inquire for Details)
- Acknowledgement through Desert Thunder Social Media (Facebook)
- Banner Placement: Stage and Select Areas of the Event
- Stage Announcements
- Product / Company Exposure through Donation of Raffle and/or Auction Goods



- Major Sponsorship – Inclusion in any future Press Releases
- Registration Packet Insert (Pre-Approved Printed Promotional Goods and/or Product)
- On-Site Booth Space
- Event Admission (Quantity TBD for each Sponsorship)
- Other as Determined and Approved

“PLATINUM” Sponsorship Package

\$3500

- Sponsorship of One Band (All Performances)
- Stage Banner; Additional Event Banner Placement
- Stage Announcement of Band Sponsorship; Others Throughout Event
- Personal Introduction on Stage if in Attendance / Acknowledgement of Platinum Sponsor!
- Thank You Acknowledgement on Desert Thunder Facebook Page
- Booth Space 10' X 10' with power, if necessary
- One – Standard Hotel Room at Host Hotel for Two Nights
- Two Event T-Shirts
- Two Full Registration Packets
- Two Grand Prize Drawing Tickets
- Ten – Regular Raffle Drawing Tickets
- One – Promotional Print Piece and/or Product Sample Inserted in Registration Packet
- Inclusion in All Future Printed Promotional Materials (Advertising, Flyers, Press Releases...)
- Company Logo and Website Link on www.desertthunder.org for One Year (Ask for Terms)
- First Right of Refusal of Package for 2019 Event
- Thank YOU Plaque

“GOLD” Sponsorship Package

\$3000

- Sponsorship of One Band (All Performances)
- Prominent Event Banner Placement
- Stage Announcement of Band Sponsorship; Others Throughout Event
- Acknowledgement of Gold Sponsor
- Thank You Acknowledgement on Desert Thunder Facebook Page
- Booth Space 10' X 10' w/power, if necessary
- One – Standard Hotel Room at Host Hotel for Two Nights.
- Two Event T-Shirts
- Two Full Registration Packets
- Ten – Regular Raffle Drawing Tickets
- One – Promotional Print Piece and/or Product Sample Inserted in Registration Packet
- Inclusion in All Future Printed Promotional Materials (Advertising, Flyers, Press Releases...)
- Company Logo and Website Link on www.desertthunder.org for One Year (Ask for Terms)
- First Right of Refusal of Package for 2019 Event
- Thank YOU Plaque



“SILVER” Sponsorship Package

\$2000

- Event Banner Placement
- Stage Announcements / Acknowledgement of Silver Sponsor
- Thank You Acknowledgement on Desert Thunder Facebook Page
- One – Standard Hotel Room at Host Hotel for Two Nights
- Two Event T-Shirts
- Two Full Registration Packets
- Five – Regular Raffle Tickets
- One – Promotional Print Piece and/or Product Sample Inserted in Registration Packet
- Inclusion in All Future Printed Promotional Materials (Advertising, Flyers, Press Releases...)
- Company Logo and Website Link on www.desertthunder.org for One Year (Ask for Terms)
- Thank YOU Plaque

“BRONZE” Sponsorship Package

\$1000

- Event Banner Placement
- Stage Announcements / Acknowledgement of Bronze Sponsor
- Thank You Acknowledgement on Desert Thunder Facebook Page
- Two Full Registration Packets
- Five – Regular Raffle Tickets
- One – Promotional Print Piece and/or Product Sample Inserted in Registration Packet
- Inclusion in All Future Printed Promotional Materials (Advertising, Flyers, Press Releases...)
- Company Logo and Website Link on www.desertthunder.org for One Year (Ask for Terms)
- Thank YOU Plaque

***** Build Your Own Sponsorship Package *****

The following page provides a list of sponsorship options and a recommended contribution. Select any one item or any combination of items that BEST suit your needs and budget! Some items are limited in quantity while others are limited in scope (i.e. Poker Run Stop must be on designated route). All sponsorships will be fulfilled on a First Come, First Secured Basis!

Should you have an idea or special offer that is NOT on the list shown, please feel free to contact us for review and consideration.

See Suggested List on Next Page...



***** Build Your Own Sponsorship! *****

Sponsorship Item	Recommended Contribution
T-Shirt Sponsorship (Printed on Shirt: Small logo with Sponsored by...)	\$1200
Event Pin Sponsor includes Name on Pin	\$1000
"Prominent" Banner Placement during Event	\$400
Banner Placement during Event	\$300
Bike Show Trophies	Inquire
Classic Car Show Trophies	Inquire
Poker Run Stop (Contact Desert Thunder for Terms / Details)	\$250
Logo and Website Link for One Year on www.desertthunder.org (Inquire for Details)	\$150
Registration Packet Insert (Pre-Approved Printed Promotional Goods and/or Product)	\$150
Logo inclusion on printed materials (limited by space & future unprinted materials printed)	\$150
Vendor Booth Space	Starting at \$100 See Vendor Agreement
Registration Packet Insert (Pre-Approved Printed Promotional Goods and/or Product)	\$150
Raffle Prize Donation	Product
Auction Donation	Product
Advertising: TV, Radio, Print, Other	Donation
Public Service Announcements	Donation
Other ideas and support are welcome and will be considered. Please contact us to discuss and review for relevance and approval.	Make An Offer

On behalf of Desert Thunder, A Children's Charity, the Board of Directors, Volunteers and especially the Children, we Thank YOU for any and all consideration in supporting this event and worthy causes it supports. Without support from our sponsors, vendors, rally participants and others the seriously needed funds raised through these efforts would not be possible.

Thank You!