



**Friday, May 11, 2018 | 4:00pm-8:00pm**  
MAVERIK CENTER | 3200 S. Decker Lake Dr. | West Valley City

Dear Friend:

Rods, Hogs, & Rigs is a community event and fundraiser founded in 2008 and presented by Kenworth Sales Company. It benefits two Title I elementary schools, Hillsdale and Stansbury, in West Valley City. The event is a carnival and auto show including cars, trucks, semis, motorcycles, and new this year, side by sides.

Stansbury and Hillsdale are low income schools where 99% of the student body is eligible for free or reduced price lunch – almost double the national average. There are over 22 languages spoken in the schools and English is a second language for 56% of the students. These challenges mean that the schools struggle each year to educate and support young students. Community support is crucial.

Sponsorships help subsidize the event, but more importantly, 100% of the proceeds are given to the schools. The funds raised from Rods, Hogs, & Rigs provide after school programs and new opportunities to students that are otherwise unavailable to them. 2017's event set a new record for money raised at \$10,000! 2018 is Rods, Hogs, & Rigs 10<sup>th</sup> year and we hope to raise even more. We are proud to be a part of this effort and hope that you will join us this year in helping these young children.

Opportunities to contribute are not limited to the options listed in this packet. In kind donations are very welcome as every dollar spent on the event takes away from the monies given to the schools. If you are interested, we can tailor a package to your contribution. Please let us know how you would like to be involved.

Thank you,  
The 2018 Rods Hogs & Rigs Committee  
801.931.5318 | [rhr@kwsco.com](mailto:rhr@kwsco.com) | [www.rodshogsrigs.com](http://www.rodshogsrigs.com)



## Sponsorship Opportunities

	Presenter \$7,000	Principal \$4,000	Teacher \$2,000	Community \$500	Student \$250
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### Pre-Event Recognition

Recognition in press releases, social media posts and other promotional pieces	X	X	X	X	X
Recognition in email blasts	X	X	X	X	X
Logo on RodsHogsRigs.com	Extra Large	Large	Medium	Small	
Logo on event t-shirt ( <i>deadline: April 2, 2018</i> )	Extra Large	Large	Medium	Small	

### During Event Recognition

Company name listed on sponsor banner	X	X	X	X	X
Booth space ( <i>tents &amp; tables not included</i> )	X	X	X	X	
Advertising opportunity in registration bag	X	X	X		
Logo on sponsor banner	Extra Large	Large	Medium	Small	
Logo on all event signage	X				
Company mention throughout event	X				

### Post-Event Recognition

Recognition in press releases, social media posts and other event review pieces	X	X	X	X	X
Framed student art work	X	X	X		
2 Event t-shirts	X	X	X		



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### CONTACT INFORMATION

COMPANY NAME: \_\_\_\_\_

POINT OF CONTACT: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CITY/STATE: \_\_\_\_\_ PHONE: \_\_\_\_\_

### SPONSOR LEVEL

(please circle one):

Presenter      Principal      Teacher      Assistant      Community      Student

Anonymous Donation (please circle one):      YES      NO

### PAYMENT OPTIONS

(please circle one)      Check Enclosed      Credit Card

*Please call 801.931.5318 with credit card information*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please send form and payment to:**

rhr@kwsco.com | Kenworth Sales Co, 2125 S. Constitution Blvd, West Valley City, UT 84119  
Call 801.931.5318 or email rhr@kwsco.com for more information