

WAYLAND RECREATION DEPARTMENT



TOWN OF WAYLAND

41 Cochituate Road, Wayland, Massachusetts 01778-2697

(508) 358-3660 · FAX (508) 358-3663

Touch a Truck 2016

Vendor Sponsorship

For the past ten years the Wayland Recreation Department has organized and sponsored the Touch a Truck event. Each year we partner with the Department of Public Works, Fire, and Police to show off Wayland's snazziest trucks: 12-wheeler dump trucks, clanging fire engines, screaming police cars, back-hoes, ambulances, and more. The event draws over 2,500 children and adults, climbing from truck to truck and enjoying the inflatables, face painting, dunk tank, balloons, and our concession stand. One of our most popular attractions is the Roaming Railroad. People from Wayland and surrounding communities anticipate this event each year.

This year, our celebration will take place on Saturday, September, 24, from 10:00am – 1:00pm at Wayland Middle School. Because Touch a Truck is free to the public, we need your financial support to make this year's family event an even bigger success. Touch a Truck represents one of the best opportunities of the year to advertise your business. All donors will be listed in the Town Crier two weeks before the event. The name of your business will also be posted prominently at the event at any attractions you choose to fund. Participants will also be acknowledged in our fall recreation brochure that is mailed to every household in Wayland. This event is also advertised on Wayland E News and Wayland Patch and will be posted on the Wayland Recreation Department website (waylandrec.com) and Facebook page.

Sponsorship levels are as follows: Gold at \$500, Silver at \$300, and Bronze at \$150. Gold sponsors will have a highly visible location at the event, being the first tables to greet attendees and are advertised as the sole sponsor for an inflatable or entertainment attraction. Silver sponsors share sponsorship with another merchant for an inflatable or entertainment attraction. Bronze sponsors will be given a visible location at the event, table not included. Parents wait in line for events and mingle with other attendees next to these inflatables which are marked with merchant names and logos giving the business great visibility. Top sponsors are listed first in all advertising materials.

Thank you very much in advance for your consideration. We sincerely hope you will help us make the 2016 Touch a Truck event another great success. If you have any questions or need additional information, please be sure to let me know.

Sincerely,

Paul McCarthy

Program Coordinator

Wayland Recreation

pmccarthy@wayland.ma.us

508-358-3663



Touch a Truck 2016

Vendor Sponsorship Form



Saturday, September 24th 2016

10:00am—1:00pm Wayland Middle School

201 Main Street, Wayland MA 01778

Sponsorship levels are as follows: Gold at \$500, Silver at \$300, and Bronze at \$150. Gold sponsors will have a highly visible location at the event, being the first tables to greet attendees and are advertised as the sole sponsor for an inflatable or entertainment venue. If you submit payment and application by Friday, September 2nd your logo will be printed on the T-shirts that are given to every child who attends the event. Silver level sponsors share sponsorship with another merchant for an inflatable or entertainment venue. Bronze sponsors will be given a visible location at the event, but the table is not included. Top sponsors are listed first in all advertising materials.

Gold Sponsor (\$500)	<input type="checkbox"/>
Silver Sponsor (\$300)	<input type="checkbox"/>
Bronze Sponsor (\$150)	<input type="checkbox"/>
Extra Table and 2 Chairs (\$25)	<input type="checkbox"/>
Truck (\$100)	<input type="checkbox"/>
Total Due: \$_____	<input type="checkbox"/>

	Bronze	Silver	Gold
	\$150	\$300	\$500
Advertisements on Facebook	✓	✓	✓
Website	✓	✓	✓
Newspaper	✓	✓	✓
Fall and Winter Brochure	✓	✓	✓
Table Supplied by our Staff		✓	✓
Prime Booth Location			✓
Co-sponsor Attraction		✓	
Sponsor Attraction			✓
Logo on T-Shirts	✓	✓	✓
1 Complimentary T-Shirt	✓		
2 Complimentary T-Shirts		✓	
3 Complimentary T-Shirts			✓

Company Name: _____

Business Address: _____

Town: _____ Zip: _____ Phone: _____

Email: _____

Representative attending the Event:

Name: _____

Number of people attending: _____ Truck Size: _____

Truck Description _____

Please explain what kinds of promotional items or games you might feature at the event: _____

Applicant Signature: _____

Date: _____

FOR OFFICE USE ONLY:

Date Received: _____

Date Reviewed : _____

Approved / Denied

Amount Received: _____