



Tierra Del Sol

Presents the

56th ANNUAL DESERT SAFARI

March 2 – 4 , 2018

Dear Desert Safari Vendor,

Tierra Del Sol Four Wheel Drive Club of San Diego is presenting its **56th Annual Desert Safari on March 2 – 4, 2018**

Location: Ocotillo Wells 4x4 Training Area, Ocotillo Wells, Calif

TDS Desert Safari is one of the premier off-road events in the country and one of the largest four-wheel drive events on the west coast. Last year we had over 1,400 registered vehicles, with 9,500+ in total attendance and a county estimate of 20,000+ people brought to the area.

This is a great opportunity to meet with your customers and get your products or services directly in front of the four-wheeling community.

We are pleased to announce this year's program and vendor sponsorship levels with exciting benefits for your business! Find out how you can donate product to obtain full page ad space and a display spot at Desert Safari.

Platinum Bucket Raffle Sponsor: bucket raffle premier product donations (8 available)

Diamond Plate Sponsor: \$2,000 or more in product donations

Nickel Plate Sponsor: \$1,500 to \$1,999 in product donations

Chrome Sponsor: \$1,000 to \$1,499 in product donations

Powder Coat Sponsor: \$500 to \$999 in product donations

Sheet Metal Sponsor: \$250 to \$499 in product donations

All other donations will receive a listing in the program

Reserve your sponsorship early for the best opportunities! This packet includes information on product donations, vendor space, advertising in our program and additional sponsorships. Please read through the qualifications and deadlines very carefully and contact us with any questions.

We look forward to your participation in the 2018 TDS Desert Safari. If you have any immediate questions, please contact Wayne at the information below.

Thank you,

Prize & Vendor Chairman

Wayne Miller

(760) 654-2952

vendors@tds4x4.com

Desert Safari Vendor **SPONSORSHIP OPPORTUNITIES**

New in 2018! Increased exposure before the event to bring your business more visibility. Be sure to sign up early so you don't miss out!

This year we're printing the program earlier to give your business more exposure before Safari. The program will print 10.75x12.5 and will not only be distributed to the 1500+ attendees at Safari, it will also be circulated at businesses and events prior to March. Be sure to sign up early to be included in this great marketing tool. Donate at the Platinum bucket Raffle or Diamond Plate level and get your ad in full color. Check out the specifications on the next page.

<u>Platinum Bucket Raffle Sponsor</u>	Call us!	Premier Recognition with color logo. Full page color ad in program. Full display space at Desert Safari. On stage bucket raffle prize drawing.
<u>Diamond Plate Sponsor</u>	\$2,000 and Above	Premier Recognition with color logo. Full page <u>color</u> ad in program. Full display space at Desert Safari.
<u>Nickel Plate Sponsor</u>	\$1,500 to \$1,999	1/2 page black & white ad in program. Full display space at Desert Safari.
<u>Chrome Sponsor</u>	\$1,000 to \$1,499	1/3 page black & white ad in program. Full display space at Desert Safari.
<u>Powder Coat Sponsor</u>	\$500 to \$999	1/4 page black & white ad in program. 1/2 display space at Desert Safari.
<u>Sheet Metal Sponsor</u>	\$250 to \$499	1/6 page black & white ad in program. 1/4 display space at Desert Safari.

All other donations will receive a listing in the program.

All spaces are outdoors and located on a graded dirt lot

Full space up to 75'long (with tailgate up) x 30'deep

Half space up to 50'long (with tailgate up) x 25'deep

Quarter space up to 20'long (with tailgate up) x 25'deep

Outside space will be determined by the donation level and the needs of the vendor.

No additional camping will be allowed inside the vendor area. NO EXCEPTIONS !!!!

Only vendor vehicles will be allowed inside the vendor area, no tow rigs will be allowed to park inside the vendor area. If a vehicle is a must, prior arrangements must be made!

Important Deadline Dates

Advertising “print ready” artwork **MUST** be in before **February 09, 2018**.

Prize items or certificates **MUST** be in by **February 16, 2018**

SPONSORSHIP OPPORTUNITIES

This year at Desert Safari we have some unique sponsorship opportunities to further advertise your company. Please call Wayne Miller to discuss and make arrangements for the following sponsorship opportunities.

<u>Kids Play Area</u>	\$ 2,500.00	Very large play area that can be seen from a great distance. Multiple items will be placed in a general area. (up to 5 vendors to split)
<u>Kids Gifts Item</u>	\$ 1,500.00	This is a souvenir item given out at no cost to the kids at the event. Name or logo will be included on the item with TDS. (only 1 vendor)
<u>Entry Bridge</u>	\$ 500.00	Everyone that registers for the event will enter under your banners. (up to 5 vendors)
<u>Registration Tent</u>	\$ 500.00	Everyone who passes through the tent will see your banner. (up to 2 vendors)
<u>T-Shirt Tent</u>	\$ 500.00	Everyone that buys a t-shirt will see your banners. (up to 2 vendors)
<u>Light Towers (14-16)</u>	\$100.00ea.	Have your banners on the light towers around the event. Banner must be sized to fit on a light tower. (up to 16 vendors)
<u>Trail Point Sponsor</u>	\$ 250.00ea.	At every trail point have a captive audience of trail riders to show off your company. Must have some kind of give away. Water or snacks is preferred. You can also give away product just no glass. (up to 8 vendors)

Advertising Specifications

Ad Material Specifications

Ad Type - Platinum and Diamond Plate Sponsors: Platinum Bucket and Diamond Plate Sponsors should provide full color artwork and color logos.

Ad Type – Nickel Plate, Chrome, Powder Coat and Sheet Metal Sponsors: All other sponsorship level ads will be printed in black and white only (all black must be 100% black).

File Format: Digital files are preferred. Preferred file format is PDF with all images 300 dpi or higher and all fonts embedded. JPG files (minimum 300 dpi at 100%) are also accepted. Please mail large files on a disk or contact Justin Ashley for FTP information.

Deadline: Print ready art is due by **February 09, 2018**. Please note the new date is one month earlier. Any art received after that date may not be included in the program or may be inserted at a different size than specified by your sponsor level. **If an old art is on file we may use that to make sure you're in.**

Ad Sizes: All measurements are in inches. Please use stated width and height so we have the correct orientation for your artwork.

Sponsorship Level	Size	Width		Height
Platinum Bucket Raffle	Full Page Color (no bleed)	9.75	x	11.35
Diamond Plate	Full Page Color (no bleed)	9.75	x	11.35
Nickel Plate	1/2 Page B&W	9.75	x	5.56
Chrome	1/3 Page B&W	9.75	x	3.69
Powder Coat	1/4 Page B&W	4.76	x	5.56
Sheet Metal	1/6 Page B&W	4.76	x	3.69

Advertising “print ready” artwork MUST be in before February 09, 2018.

Advertising mailing & email address:

TDS c/o Daryl Kinney
726 D Street
Ramona, CA 92065
(760) 788-8148

drkinney@ramonajournal.com

Please CC all art to:

Wayne Miller

wayne@milleroffroad.com

Vendor Area Guidelines

Fees

There is a **\$350.00** per vendor space fee. A **\$50.00** discount can be used if you like us on your Facebook page or place advertising on your website. This fee goes directly to the OW Park for the use of the site, these checks must be payable within 10 days of faxing or emailing the completed application. All paperwork and payments must be completed prior to the date of the event March 1, 2018.

Make check payable to TDS and send to:

**TDS c/o Wayne Miller
330 Elm Street
Ramona, CA 92065**

Delivery address for all prizes:

**Fire & Ice
12318 Parkside St
Lakeside, CA 92040**

Product Delivery

All donated products **MUST BE DELIVERED** to the Prize Chairman prior to **February 16, 2018**. We prefer this so we can make the prize packages prior to the event.

If you are going to bring your item to the event a **"PRIZE CERTIFICATE"** for the exact item MUST be sent to us before **February 16, 2018**. The certificate will be awarded to the winner of the prize package and the winner will redeem it from you directly **at the event**. It is your responsibility to be available after the raffle or on Sunday for the winner to claim their prize. If you are not available you will be responsible for shipping the item to the winner.

Vendor Permits

You must have company liability insurance meeting the State of California Park standards. You will need to send TDS a copy of it and have a copy in your vendor area at the event. It is the

Vendors responsibility to ensure all California laws are met. Anyone who does not meet State laws could be asked to leave the event by the Safari Chairman.

NEW THIS YEAR:

ALL VENDORS ARE REQUIRED TO HAVE THE PROPER VENDING LICENSES & INSURANCE
(TDS is not responsible for vendor not having licenses)

****** All vendors MUST send us a copy of their Liability Insurance Policy cover page showing your amounts of insurance. If we don't receive that you will not be allowed into the vendor display area. This must be submitted with your application.**

CALIF. RESALE NUMBER, IMPERIAL COUNTY TEMP. BUSINESS LICENSE, CONTACT
IMPERIAL COUNTY LICENSING DIVISION FOR THE APPLICATION (760)482-4478
<http://www.co.imperial.ca.us/TaxCollectorTreasurer/TCTR/Licenses/generalbusinesslicense.pdf>

LICENSE FEES: \$ 50.00 FOR A NORMAL BUSINESS FOR ONE MONTH
\$ 26.00 FOR A NON-PROFIT
\$ 1.00 FOR A VETERAN OWNED COMPANY

ALL BOOTHS ARE TO HAVE A FIRE EXTINGUISHER IN THE BOOTH AT ALL TIMES

Supplies and Hardware

Tents, tables, chairs & supplies **are not provided** by TDS. Please bring what you need with you. Vendors are welcome to bring and use their own power source providing it meets sound discipline laws for CA. Trash cans and dumpsters will be provided by TDS. **All vendors must put their trash in the large construction dumpsters.**

Vendor Responsibilities

All vendors are responsible for their own spaces and its contents at all times. TDS is not responsible for lost or stolen items. TDS will not be responsible for any items left at the vendor area after the event is over and will not return or ship any items left. **There will be no other vehicles (i.e. quads, side by sides or other vehicles) driven through the vendor area during the hours of the show. Only vehicles that are listed on the vendor application and that have a vehicle ID sticker will be allowed in the vendor area.**

Vendor Check In

Vendor check-in and set up time shall begin on **Wednesday 2/28 from 12:00-8:00p.m., Thursday 3/1 starting at 8:00a.m. - 6:00p.m. and Friday 3/2 starting at 7:00 a.m. thru 11:00a.m.**

All vendors MUST be checked in by 11:00a.m. Friday 3/2, unless other arrangements are made with the vendor chairman.

We will no longer accept discount or dollar off coupons in the raffle as payment for your advertising or space donation.

We will only accept certificates that are **FULL VALUE for a product that can be purchased in full from your store or website with the coupon or certificate.**

Vendor Instructions

1. Read entire vendor package
2. Fill out vendor application
3. Email vendor application to **wayne@milleroffroad.com**
4. Mail fees to and made out to TDS:

**TDS c/o Wayne Miller
330 Elm Street
Ramona, CA 92065**

5. Send advertising for print artwork by 02/09/18
6. Send raffle donation or Prize Confirmation Certificate by 02/16/18

Vendor Instructions

7. When you arrive at TDS Desert Safari, proceed to the **vendor staging area and check in with the vendor official.** If you are bringing your raffle donation items or certificates they will be collected by the vendor coordinator at the time you are parked and settled.
NO PARKING IN THE VENDOR AREA UNTIL YOU ARE ESCORTED TO YOUR SPACE BY TDS PERSONAL.
8. A confirmation letter will be emailed to you after your application and reservation fee have been received. This will be the only notification you will receive. Please read the entire packet before calling the Vendor Chairman.
9. THE VENDOR AREA IS AT THE SAME LOCATION AS LAST YEAR:

Ocotillo Wells 4x4 Training Area, Ocotillo Wells, Calif

TDS is not responsible for returning any banners after the event, you need to collect your own banners.

Application Instructions

You can fill out the following form on your computer.
Please email *only the application* to the prize chairman.



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Vendor Application

Company Name _____

Contact _____

Address _____ **City** _____ **State** _____

Zip Code _____

Phone _____ **Ext** _____ **Fax** _____

Email _____ **Cell Phone** _____

Vendor Space

Size of space needed, length in feet that will be your space _____

Trailer _____ **Size** _____ **Open** _____ **Enclosed** _____

Semi _____ **Size** _____ **W/Awning** _____

Display vehicles # of _____ **Styles** _____

EZ Up Tent _____

Motorhome _____ **Size** _____ **W/Awning** _____

New art ? _____ **Use last year's art** _____

Will you be displaying on Sunday (circle one) YES NO

Due date for print artwork 02/09/18

VENDOR RAFFLE PRIZE DONATION INVENTORY

Please list items together with a number designation for items that must remain together.

Keep Together	Item Description	Price	Qty.	Total Value

TOTAL ITEMS RETAIL VALUE

\$ _____

Company Name _____

Contact Info. _____

Email to: [**vendors@tds4x4.com**](mailto:vendors@tds4x4.com)