



Tierra Del Sol

Presents the

58th ANNUAL DESERT SAFARI EXPO

Feb. 28 - March 1 2020

Dear Desert Safari Vendor,

Tierra Del Sol Four Wheel Drive Club of San Diego is presenting its **58th Annual Desert Safari Expo on Feb 28 - March 1, 2020**

Location: [Salton City Park, 2208 Iridescent Ave. Thermal, CA. 92274](#)

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 10,000+ 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.

Reserve your sponsorship early for the best opportunities!

Information in this packet includes:

- Fees and sponsorship opportunities
- Vendor instructions and responsibilities
- Important dates and advertising specifications
- Application - fill out and return to vendors@tds4x4.com or online www.TDSDesertSafari.com
- Raffle inventory sheet
- Vendor Checklist

Please read through the qualifications and deadlines very carefully and contact us with any questions.

We look forward to your participation in the 2020 TDS Desert Safari Expo. 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

Fees and Sponsorship Opportunities

There is a \$300.00 per vendor space fee

New this year: listing on webpage – Once you submit your application, we will request your logo and information based on your sponsorship level. Please be sure to send in applications early so we can get you up on the vendor list on our website.

Platinum Sponsor – Full image, bio, and link to your website

Diamond Sponsor – Logo and bio, and link to your website

All others – Logo listed (no link)

New this year: for an additional \$100 – punch card - you will get your logo added to a punch card that will be handed out to registered participants only. This will get participants a special surprise once they turn in the completed ticket. The extra added bonus for you:

- We will be collecting participant contact information and get that to you to add to your marketing lists.
- The punch card will give extra time with the participants and a valuable opportunity to show them what products or services you have to offer them.

Program: will be printed 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.

<u>Event POWERED-BY</u> new this year	Exclusive 1 vendor only	<ul style="list-style-type: none"> • Call our Vendor Chairman for details
<u>Platinum Bucket Raffle Sponsor</u>	Call Vendor Chairman Only 8 available!	<ul style="list-style-type: none"> • Premier Recognition with color logo • Full page <u>color</u> ad in program. • Full display space at Desert Safari. • On stage bucket raffle prize drawing
<u>Diamond Plate Sponsor</u>	\$2,000 and Above in product donations	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 1/2 page black & white ad. • Full display space at Desert Safari.
<u>Chrome Sponsor</u>	\$1,000 to \$1,499	<ul style="list-style-type: none"> • 1/3 page black & white ad • Full display space at Desert Safari
<u>Powder Coat Sponsor</u>	\$500 to \$999	<ul style="list-style-type: none"> • 1/4 page black & white ad • 1/2 display space at Desert Safari.
<u>Sheet Metal Sponsor</u>	\$250 to \$499	<ul style="list-style-type: none"> • 1/6 page black & white ad • 1/4 display space at Desert Safari.

All other donations will receive a listing in the program.

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

Booth Space and Camping

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

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

See sponsorship levels on the previous page.

No camping in vendor area, except for vendors that use their booth as their camper, ie: toterhomes, motorhomes, RTT's, or registered overlanders that camp in their vehicles will be allowed inside the vendor area.

Only vendor vehicles will be allowed inside the vendor area, tow vehicles will not be allowed to park inside the vendor area, with the exception of booth toterhomes & motorhomes. If a vehicle is a must, prior arrangements must be made!

Payments

For Credit Card payments call Dave Londo, 858-576-9117 or 619-458-6654

Make check payable to TDS and send to:

Delivery address for all prizes:

TDS c/o:
Dave Londo
3973 Catamarca Dr
San Diego, Ca. 92124

TDS c/o:
Amy Volmer
1113 E 2nd St
Imperial, CA. 92251

-Checks must be payable within 10 days of emailing the completed application.

-All paperwork and payments must be completed prior to the date of the event **Feb. 12, 2020**

-If you have not paid you're your space, you will not be allowed access to the event.

Product Delivery

All donated products **MUST BE DELIVERED** prior to **February 19, 2020**. We prefer this so we can make the prize packages prior to the event.

If you are going to bring your item rather than shipping in advance, a "PRIZE CERTIFICATE" for the exact item **MUST** be sent to us before February 19, 2020. 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 Saturday night 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.

ADDITIONAL 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 in this area (up to 5 vendors 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>Water truck</u>	\$ 500.00	We can have your banner on the Giant truck attached to the tank Sides (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 tower size (up to 16 vendors) *Sponsor all 16 – get “powered by” recognition
<u>Trail 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 5 vendors)

NEW THIS YEAR

DEMOS - unique this year, we wanted to coordinate onsite demonstrations, product talks, engaging education, etc. This is one of the rare opportunities to showcase your product in use. There is no better way to capture your audience then letting them see real life applications.

Reach out to us to chat about ways to incorporate your products or brand into a demonstration! vendors@tds4x4.com

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. NO IN & OUT DURING THE SHOW HOURS, NO EXCEPTIONS !**

Vendor Check-In and Move-Out

Wednesday 2/26 starting at 12:00-8:00p.m.,

Thursday 2/27 starting at 8:00a.m. - 9:00p.m.

Friday 2/28 starting at 7:00 a.m. thru 10:00a.m.

All vendors MUST be checked in by 10:00a.m. Friday 2/28, 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.

Move Out instructions: Must stay at least through raffle on Saturday - 7 pm

We are promoting the event to our participants as a 3 day event, Friday afternoon, Saturday all day and Sunday until noon. There are many participants that walk around Thursday evening as well.

Vendor Permits

You must have General liability insurance meeting CA standards. You will need a copy of it 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.

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

CALIF. RESALE NUMBER, IMPERIAL COUNTY TEMP. BUSINESS LICENSE -- CONTACT :

IMPERIAL COUNTY LICENSING DIVISION FOR THE APPLICATION (760) 482-4478

<https://www.co.imperial.ca.us/TaxCollectorTreasurer/otherpdfs/generalbusinesslicense.pdf>

LICENSE FEES: \$ 50.00 License Fee (for one month or less)

\$ 25.00 County Processing Fee

\$ 4.00 For a Veteran Owned Company (needs DD214)

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 decibel laws for CA. Trash cans and dumpsters will be provided by TDS.

All vendors must put their trash in the large construction dumpsters.

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

Vendor Instructions

1. 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.

2. 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.

3. THE VENDOR AREA IS NOT AT THE SAME LOCATION AS LAST YEAR:

****NEW LOCATION****

**Salton City Park
2208 Iridescent Ave.
Thermal, CA. 92274.**

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

Important Deadline Dates

Advertising “print ready” artwork **MUST** be in before **February 12, 2020.**

Prize items or certificates **MUST** be in by **February 19, 2020**

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 12, 2020.** 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 Feb. 12, 2020.

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
vendors@tds4x4.com

Vendor – check list prior to event

1. Read entire vendor package

2. Fill out vendor application

Email vendor application to vendors@tds4x4.com

Or online at www.TDSDesertSafari.com

ASAP to take advantage of marketing opportunities before the event

3. Mail fees with check made out to: T D S

TDS c/o:
Dave Londo
3973 Camarca Dr
San Diego, Ca. 92124

4. Send advertising for print artwork by 02/12/2020

5. Send raffle donation or Prize Confirmation Certificate by 02/19/2020



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Vendor Application

Online application can be found at www.TDSDesertSafari.com

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Ext _____ Fax _____

Email _____ Cell Phone _____

Vendor Space

See notes about booth space and camping in vendor packet

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

Trailer _____ Size _____ Open _____ Enclosed _____

Semi _____ Size _____ W/Awning _____

Display vehicles _____ 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 02/12/2020

