



Tierra Del Sol

Presents the

62nd ANNUAL DESERT SAFARI

February 28 – March 2, 2025

Dear Desert Safari Vendor,

Tierra Del Sol Four Wheel Drive Club of San Diego is presenting its **62nd Annual Desert Safari on February 28 – March 2, 2025** located: **Ocotillo Wells Training Area 33 15'42"N 116 00'46"W**

TDS Desert Safari is one of the premier off-road gatherings in the country with one of the largest four-wheel drive gatherings on the west coast. Past years we had an estimated 30,000+ people brought to the surrounding area of the OWSVRA & West Shores Communities for this heritage weekend.

This is a great opportunity to meet with your customers and get your products or services directly in front of the four-wheeling / OHV community. Vendors will be set up in a fenced area just outside of the TDS / OWSVRA Training Area. This year is the Come Back Year! It's time to be back in the desert. With an extra option to be out at 1 of the checkpoints to assist with the participants in having fun.

We are pleased to announce this year's vendor sponsorship levels are simple with exciting benefits to your business! Find out how you can donate product to obtain a display spot on our TDS Desert Safari web page, spot on our main website, Facebook, Instagram, TikTok, apparel branding, and others to come.

Premier Platinum Sponsor: \$5,000+ 12-month website presence, 12 once a month email blast to participants, 12-month social media, onsite branding during event, apparel branding.

Platinum Sponsor: \$3,500+ 12-month website presence, 6 once a month email blast to participants, 6-month social media, onsite branding during event, apparel branding.

Gold Sponsor: \$2,500+ 6-month website presence, 3-month social media, onsite branding event.

Nickel Sponsor: \$1,000+ 2-month social media, onsite branding during event.

Chrome Sponsor: \$500+ 1-month social media, onsite branding during event.

Reserve your sponsorship early for the best opportunities! This packet includes information on product donations, vendor space, 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 2025 TDS Desert Safari. If you have any immediate questions, please contact Bo or Justin at the information below.

Thank you,

Prize & Vendor Chairman

Bo Neece
(619) 971-3922
rbneece@cox.net

Justin Ashley
(619) 778-6617
ki6upx@me.com

Safari Chairman

Allen Seligson
(760) 505-5103
allenseligson@gmail.com

TDS Desert Safari Vendor
OTHER SPONSORSHIP OPPORTUNITIES

Outside space will be determined by the donation level and the needs of the vendor.
Very Limited camping will be allowed inside the vendor area.

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

Prize items or certificates MUST be in by **February 25, 2025** or **Arrangements made for drop-off.**

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>Fireworks Show</u>	\$20,000.00	Contact Bo Neece if interested. <u>619-971-3922 rnbeece@cox.net</u> (up to 4 vendors to split)
<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>Safari Booth</u>	\$ 200.00	Your company will be seen by anyone looking for event info or buying registration tickets. (up to 2 vendors)
<u>Light Towers (4)</u>	\$50.00ea.	Have your banners on the light towers around the event. Banner must be sized to fit on a light tower. (up to 4 vendors)
<u>Port-a-Potties (20)</u>	\$ 25.00ea.	Have your company displayed at one of these little beauties.

Vendor Area Guidelines

Fees

There is a \$450 400sq', \$550 800sq', \$650 1200sq' 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. These 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 February 28, 2025.

Make chk payable TDS send to:

TDS c/o Dave Londo
3973 Catamarca Drive
San Diego, CA 92124

If an electronic payment is needed let us know

Delivery address for all prizes:

Justin Ashley
12318 Parkside Street
Lakeside, Ca 92040

Product Delivery

All donated products **MUST BE DELIVERED** to the Prize Chairman prior to **February 25, 2025**. 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 25, 2025**. The certificate will be awarded to the winner of the prize package and the winner will redeem directly from your business.

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 disciple 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.**

Vendor Check In

Vendor check-in and set time up shall begin on **Wednesday 2/26 from 2:00-6:00p.m., Thursday 2/27 starting at 10:00a.m. - 8:00p.m. and Friday 2/28 starting at 7:00 a.m. thru 11:00a.m. Check In Person will be Justin Ashley 619-778-6617 ONLY**

All vendors MUST be checked in by 11:00a.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.

Vendor Instructions

1. Read entire vendor package
2. Fill out vendor application
3. Email vendor application to Justin ki6upx@me.com
4. Mail fees to and made out to TDS:
TDS c/o Dave Londo
3973 Catamarca Drive
San Diego, CA 92124
5. Send advertising artwork by ASAP
6. Send raffle donation or Replacement Certificate by 02/25/25
7. When you arrive at TDS Desert Safari, proceed to the **vendor area and check in with Justin Ashley 619-778-6617.** 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.
8. A confirmation 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. Very important Our TDS Desert Safari apparel will be sold at the Sand Style Apparel building 2098 Frontage Road, Thermal, CA, 92274.



Tierra Del Sol

Presents the
62nd ANNUAL DESERT SAFARI
February 28 - March 2, 2025

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 _____

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

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: Justin Ashley ki6upx@me.com

2025 TDS Safari Vendor Area
Write a description for your map.



- Legend**
- 19-N Baja
 - Camping
 - Non-Profit and Vendor Area
 - S-F Parking
 - Safari 2025 12/28/2024 mapping
 - Sponsor Area
 - Sponsor Area S-FA
 - Sponsor Area S-FB
 - Start - Finish

Training Area Set-UP



- Legend**
- 19-N Baja
 - 30'
 - Feature 1
 - Non-Profit & Vendor Area
 - Non-Profit and Vendor Area
 - Camping
 - Parking
 - Portable Toilet Route Chk 4
 - Portable Toilets
 - Restroom