



Driving A Culture Of Character Vehicle Sponsorship Proposal



Prepared for: Prospective Sponsors

Prepared by: Big Mouth Presentations, Christopher Priebe (Executive Director)

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Executive Summary

Access to hundreds of thousands in a tough to reach audience via memorable activation efforts, is what Big Mouth Presentations is offering to a new sponsor. Big Mouth Presentations, a 501(c)3 non-profit charitable organization, is seeking to purchase a late model vehicle for transportation of cargo and employees to schools across the US. This vehicle will be replacing the current vehicle which suffers from high mileage, extensive wear and tear and major cosmetic damage. Sponsors will receive advertisement of their brand on a vehicle that travels to an average of 150 destinations across the nation annually, as well as be associated as an organization that cares about education and character in their community. Additionally, sponsors will aid in the continuation of Big Mouth Presentation's mission to inspire a culture of character in youth across America.

About BMP

Big Mouth Presentations is a non-profit 501(c)3 organization, founded in Arizona in 2001. Our mission is to "inspire a culture of character". We do this by bringing high-energy, interactive and dynamic presentations to K-12 schools across the US. These presentations include two motivational speakers, video, live music and crowd participation. The presenters travel to each school by road, carrying along with them a full Bose sound system, projector, computer and 10 foot screen for rear projection. In addition to student presentations, Big Mouth Presentations also offers teacher and parent workshops to help inspire a culture of character on campus and in homes. Since 2001, Big Mouth Presentations has spoken to an estimated 1 million people and continues to present to an average of 87,500 people per year.



The Need

In the 2009-2010 school year, Big Mouth Presentations and schools across the nation were heavily impacted by the economic downturn. Fortunately through another sponsorship by APS, the largest electric company in the state of Arizona, Big Mouth Presentations has been able to continue their work in schools. However, one of their biggest needs remains; a vehicle. Without reliable transportation, Big Mouth Presentations will not be able to travel to schools and continue their mission.

Objectives

Big Mouth Presentations will use the new vehicle for transportation of cargo and employees to schools across the US. This vehicle will be able to carry all equipment necessary for presentations, as well as 2-4 team members at a time. The vehicle will also have low mileage on it at the time of purchase and attain decent gas mileage to reduce costs for the non-profit organization. The new vehicle will be replacing the current vehicle in use, a 2001 Honda Odyssey with over 220,000 miles on it. Sponsors will have their brand placed on the vehicle to receive advertisement. The branding will remain there for the life of the vehicle and will be seen everywhere the vehicle travels. Certain sponsors will also receive additional advertising of their brand.

Estimated Costs

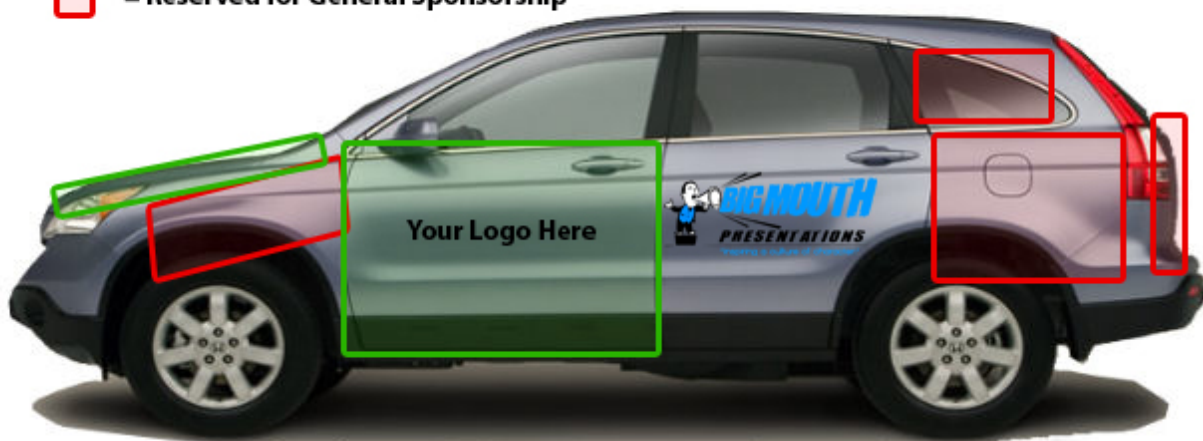
Below is a breakdown of the cost estimates for Big Mouth Presentations to purchase a new vehicle and add sponsors' graphics and logos to the exterior.

Description	Quantity	Unit Price	Cost
Vehicle	1	\$30,000.00	\$30,000.00
Paint/Exterior Graphics & Branding	1	\$5,500.00	\$5,500.00
Total			\$35,500.00

Sponsorship Opportunities

 = Reserved for Primary Sponsorship

 = Reserved for General Sponsorship



***Rear driver and passenger side doors are reserved for the Big Mouth Presentations logo.*

Exclusive Sponsorship

An in-kind donation of a suitable vehicle OR a minimum sponsorship in the total amount listed in the budget above will result in exclusive sponsorship on the vehicle. The new vehicle will have a full body wrap with the design chosen by the sponsor**. If sponsor requests, Big Mouth Presentations will have a graphic designer from their team work with the sponsor to design the wrap.

***Exclusive sponsor will have branding on full vehicle with the exception of the rear driver and passenger side doors. These are reserved for the Big Mouth Presentations logo.*

AND

- Listed as a sponsor on www.bigmouthpresentations.com
- Listed as a sponsor on all newsletters sent to our supporters and school staff members
- Plaque thanking your organization as a sponsor
- Advertisement slide on our 10' screen during all of our presentations
- Press Release in the newspaper listing sponsor
- Banner with company logo at each presentation

Primary Sponsorship

A minimum sponsorship of \$10,000 will result in a primary sponsorship, allowing the sponsor to place commercial messages or branding on any ONE of the following:

- **100%** Entire left front door non-glass exterior surface
- **100%** Entire right front door non-glass exterior surface
- **100%** of the hood cover

AND

- Listed as a sponsor on www.bigmouthpresentations.com
- Listed as a sponsor on all newsletters sent to our supporters and school staff members
- Plaque thanking your organization as a sponsor

General Sponsorship

Individual spaces on the vehicle are available for purchase. Minimum bid is \$50 per square inch. Minimum order is 20 sq. inches. Quantity discounts are negotiable. This is a one-time fee for the useful life of the vehicle. The following locations are available:

- Rear hatch/door and window
- Rear quarter panels and windows
- Front quarter panels/fenders
- Side mirror covers

Vehicle Specifications

Vehicle will have/be one of the following:

- Late Model Vehicle (2006 or later)
- Mid-size SUV, Van, OR Crossover
- 5 Passenger capacity - 7 Passenger desired (3rd row seat)
- Gas mileage EPA of 21mpg or better
- Low mileage (under 60,000 miles)
- Cargo space for our equipment
- Free of major cosmetic defects
- Mechanically sound

The following are preferred, but not necessary:

- Cruise Control
- Navigation

Sponsor Request

If you are interested in sponsoring our new vehicle, please feel free to contact us with any questions, comments, concerns or further information.

Contact Information

Big Mouth Presentations

Christopher Priebe - Executive Director

info@bigmouthpresentations.com

www.bigmouthpresentations.com

P. 480.221.5171

F. 602.926.2363

6234 W. Behrend Dr. #1112

Glendale, AZ 85308