



*Where kids Drive!*

**April 20 & 21, 2024**

Event Hours: 11 AM - 3 PM

Yakima State Fair Park

1301 S Fair Ave. Yakima, WA 98901

**Event Contact**

Alyssa Howe | Marketing & Communications Director  
ahowe@cwhba.org | 509.454.4006

# 2024 SPONSORSHIPS



Where Kids Drive!

## \$10,000

### PAID ADVERTISING

Printed media (logo primary)  
Radio (name mention)  
Social media ads (logo and mention)

### CWHBA COMMUNICATIONS

Electronic reader board (name listed)  
Punchlist weekly e-newsletter (logo linked)  
Event stand-alone emails (logo linked)

### DOZER DAY® PROGRAM

Front cover (logo placement)  
Event map (logo on location)  
1/2 page full color ad (8.5"Wx5.5"H)

### DOZER DAY® WEBSITE

Logo (primary and linked)

### SOCIAL MEDIA POSTS

Logo and mention  
Unique sponsor highlight post (Facebook)

### SCAVENGER HUNT

Company clue featured in Scavenger Hunt

### TICKETS

200 VIO tickets

### EVENT SIGNAGE

Logo primary

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities

## \$5,000

### PAID ADVERTISING

Print media (logo secondary)  
Radio (name mention)  
Social media ads (logo and mention)

### CWHBA COMMUNICATIONS

Electronic reader board (name listed)  
Punchlist weekly e-newsletter (logo linked)  
Event stand-alone emails (logo linked)

### DOZER DAY® PROGRAM

Event Map (logo on location)  
1/4 page full color ad (4.25"Wx5.5"H)

### DOZER DAY® WEBSITE

Logo (secondary and linked)

### SOCIAL MEDIA POSTS

Logo and mention  
Unique sponsor highlight post (Facebook)

### SCAVENGER HUNT

Company clue featured in Scavenger Hunt

### TICKETS

100 VIO tickets

### EVENT SIGNAGE

Logo secondary

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities

## \$2,500

### PAID ADVERTISING

Print media (name listed)  
Social media ads (name listed and mention)

### CWHBA COMMUNICATIONS

Electronic reader board (name listed)  
Punchlist weekly e-newsletter (listed and linked)  
Event stand-alone emails (listed and linked)

### DOZER DAY® PROGRAM

Event map (name listed on location)

### DOZER DAY® WEBSITE

Name listed and linked

### SOCIAL MEDIA POSTS

Name listed and mention

### TICKETS

50 VIO tickets

### EVENT SIGNAGE

Name listed

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities



**\*In-kind donations receive a sponsorship value totaling half the items' retail value**

**For example:** Equipment donation valued at \$5,000 retail receives a \$2,500 Dozer Day® sponsorship.

\$10,000 sponsors must provide a minimum \$5,000 cash donation.

# 2024 SPONSORSHIPS

## \$1,500

### CWHBA COMMUNICATIONS

Electronic reader board (name listed)  
Punchlist weekly e-newsletter (name listed)  
Event stand-alone emails (name listed)

### DOZER DAY® DIGITAL PROGRAM

Event map (name listed on location)

### DOZER DAY® WEBSITE

Name listed and linked

### SOCIAL MEDIA POSTS

Name mention

### TICKETS

15 VIO Tickets

### EVENT SIGNAGE

Name listed

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities

## \$1,000

### CWHBA COMMUNICATIONS

Punchlist weekly e-newsletter (name listed)  
Event stand-alone emails (name listed)

### DOZER DAY® DIGITAL PROGRAM

Name listed

### DOZER DAY® WEBSITE

Name listed

### SOCIAL MEDIA POSTS

Name mention

### TICKETS

10 VIO Tickets

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities

## \$500

### DOZER DAY® DIGITAL PROGRAM

Name listed

### SOCIAL MEDIA POSTS

Name mention

### TICKETS

5 VIO Tickets

### WORKFORCE WAY

Booth in Workforce Way to  
provide educational or career opportunities

## WORKFORCE WAY SPONSORSHIP

## \$100

### WORKFORCE WAY BOOTH

Booth space must have hands on activity or  
learning component

### SOCIAL MEDIA POSTS

Name mention in Dozer Day event promotion

### EVENT SIGNAGE

Option to hang company banner

Help inspire the next generation of industry professionals! With this new addition of Workforce Way we hope to provide hands-on activities and educational opportunities for families to learn more about public safety and encourage local youth to pursue a career in the construction industry.



Where kids Drive!

# 2024 SPONSOR REGISTRATION



## SPONSOR INFORMATION (please print)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

## SPONSORSHIP LEVEL

\_\_\_ \$10,000 \_\_\_ \$5,000 \_\_\_ \$2,500 \_\_\_ \$1,500 \_\_\_ \$1,000 \_\_\_ \$500

\_\_\_ \$250 Food Vendor \_\_\_ \$100 Workforce Way

**IN-KIND DONATION VALUE: \$** \_\_\_\_\_

**Please describe donation:** \_\_\_\_\_

*Note: In-kind donations receive a sponsorship value totaling half the items retail value.  
\$10,000 retail value sponsors must provide a minimum of a \$5,000 cash donation.*

**Total Due \$** \_\_\_\_\_

## PAYMENT

\_\_\_ Bill Me, I'm A Member \_\_\_ Check Enclosed

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp Date \_\_\_\_/\_\_\_\_ Security Code \_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

*Note: A 3% fee will be added to all credit card payments*

## SIGN & DATE

I agree to sponsor the Dozer Day event at the level indicated above and pay all monies due prior to the event.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please send this signed registration form, a high resolution pdf of logo, and ad artwork (if applicable) **ASAP** to [ahowe@cwhba.org](mailto:ahowe@cwhba.org)