



# The Fifth Annual AltWheels Fleet Day

Monday, October 5, 2009



## *Creating a Sustainable Transportation Vision for the 21st Century*

AltWheels Fleet Day is an invitation-only day for the largest corporate and municipal Fleet Managers on the East Coast. The day consists of panels, exhibits, and vehicles offering a showcase of alternative transportation solutions - from concept vehicles to vehicles that are available and affordable today. This year's Fleet Day will be returning to Staples World Headquarters in Framingham, Massachusetts at their state-of-the-art conference space with a large outdoors vehicle display.

## Become a Sponsor of AltWheels 2009

**WHY SPONSOR:** Sponsorship is a way to get in on the ground floor of growing regional and local support for sustainable technologies. The 2008 Fleet Day featured more than 300 participants. Past participants at Fleet Day have included Fleet Managers from leading companies such as: Bose, Coca-Cola, Fidelity, GE, EMC, Federal Express, Gillette, Green Mountain Power, GTECH, Invensys, Johnson & Johnson, Millennium Pharmaceuticals, Millipore, National Grid, New England Gas, NSTAR, Otis, Staples, Textron, Tyco, and Wright Express, among many others.

Fleet Day participants also include Fleet Managers from more than 40 cities and towns in Connecticut, Massachusetts, New Hampshire, New York, Maine, Vermont and Rhode Island, as well as leading agencies from these states - Mass Dept. of Energy Resources, Mass Highway, Massport, and Mass State


Police, among others. Fleet Day also appeals to University Fleet Managers, Hospital Fleet Managers and Federal Fleet Managers. This is a year when Fleet Managers are looking for solutions to volatile gas prices. Come join us and be part of the solution.

**SPONSORSHIP BENEFITS:** Sponsorship levels offer marketing benefits and exhibit benefits at Fleet Day. Sponsors will be included in the general AltWheels marketing campaign which targets Fleet Managers across the Northeast. AltWheels sponsorship also includes a chance to provide vehicles for ride and drives, and featured placement in the event publication. Fleet Day includes outdoor ride and drive space and indoor exhibit booth area with opportunities to showcase your products and services to the Fleet Managers in attendance.

**Contacts:** Classic Communications tel: 508-698-6810 x13 email: [stef@classic-communications.com](mailto:stef@classic-communications.com)  
Alison Sander, AltWheels Founder tel: 617-868-1582 email: [info@altwheels.org](mailto:info@altwheels.org)

# 2009 AltWheels Sponsorship Benefits

Fleet Day - Monday, October 5, 2009

	Premier Sponsor \$35,000	Green Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000	Bronze Sponsor \$2,500	Trail Blazer Sponsor \$1,000
Sponsor Visibility in Promotional Materials	X	X	X	X		
Logo on Program Cover	X	X				
Ad in Program	Full Page	3/4 Page	1/2 Page	1/4 Page		
Sponsor Welcome Letter in Program	X	X				
Recognition in Program and at Event	X	X	X	X	X	X
Listing and Link on AltWheels Website	X	X	X	X	X	X
Complimentary Fleet Day Admissions	7	6	5	4	3	2
Free Indoor Exhibit Space at Fleet Day	2X	2X	X	X	X	
Ability to Provide Vehicles for Ride and Drives or Outdoor Exhibit	6	5	4	3	2	1
Indoor Exhibit Space Selection	Preferred Placement	Preferred Placement	X	X	X	
Inclusion in Print Advertising	X	X				
AltWheels Membership	X	X	X	X	X	X

## \$35,000 PREMIER SPONSOR BENEFITS

- Inclusion in publicity, advertising, and promotional materials as a Premier Sponsor
- Listing and Link to Premier Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)
- Welcome letter from Premier Sponsor in program
- Logo on front cover of AltWheels program
- Full-page ad in the AltWheels program
- Listing in AltWheels program as Premier Sponsor
- Double-size indoor exhibit space with preferred placement
- Ability to provide up to six vehicles for ride and drives/outdoor exhibit
- Recognition at the event
- Sponsor banner (to be provided by sponsor) to be displayed prominently throughout Fleet Day
- Free admission to Fleet Day for up to seven individuals
- AltWheels Membership

## \$20,000 GREEN SPONSOR BENEFITS

- Inclusion in publicity, advertising, and promotional materials as a Green Sponsor
- Listing and Link to Green Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)
- Welcome letter in program
- Logo on front cover of AltWheels program
- 3/4-page ad in the AltWheels program
- Listing in AltWheels program as Green Sponsor
- Double-size indoor exhibit space with preferred placement
- Ability to provide up to five vehicles for ride and drives/outdoor exhibit
- Sponsor banner (to be provided by sponsor) to be displayed prominently throughout Fleet Day
- Free admission to Fleet Day for up to six individuals
- AltWheels Membership

## \$10,000 GOLD SPONSOR BENEFITS

- Inclusion in publicity and promotional materials as Gold Sponsor
- Listing and Link to Gold Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)

- Half-page ad in AltWheels program
- Listing in AltWheels program as Gold Sponsor
- Indoor exhibit space
- Ability to provide up to four vehicles for ride and drives/outdoor exhibit
- Free admission to Fleet Day for up to five individuals
- AltWheels Membership

## \$5,000 SILVER SPONSOR BENEFITS

- Inclusion in publicity and promotional materials as Silver Sponsor
- Listing and Link to Silver Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)
- 1/4-page ad in the AltWheels program
- Listing in AltWheels program as Silver Sponsor
- Indoor exhibit space
- Ability to provide up to three vehicles for ride and drives/outdoor exhibit
- Free admission to Fleet Day for up to four individuals
- AltWheels Membership

## \$2,500 BRONZE SPONSOR BENEFITS

- Listing and Link to Bronze Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)
- Listing in AltWheels program as Bronze Sponsor
- Indoor exhibit space
- Ability to provide up to two vehicles for ride and drives/outdoor exhibit
- Free admission to Fleet Day for three individuals
- AltWheels Membership

## \$1,000 TRAIL BLAZER SPONSOR BENEFITS

- Listing and Link to Trail Blazer Sponsor's website on AltWheels website at [www.altwheels.org](http://www.altwheels.org)
- Listing in AltWheels program as Trail Blazer Sponsor
- Ability to provide a vehicle for ride and drives/outdoor exhibit
- Free admission to Fleet Day for two individuals
- AltWheels Membership



Fleet Day - Monday, October 5, 2009

## 2009 AltWheels Sponsorship Contract

### CORPORATE SPONSORSHIP LEVEL (Please check one):

<input type="checkbox"/>	Premier Sponsor	\$35,000	<input type="checkbox"/>	Silver Sponsor	\$5,000
<input type="checkbox"/>	Green Sponsor	\$20,000	<input type="checkbox"/>	Bronze Sponsor	\$2,500
<input type="checkbox"/>	Gold Sponsor	\$10,000	<input type="checkbox"/>	Trail Blazer Sponsor	\$1,000

Organization's Name (as you want it listed): \_\_\_\_\_

Contact Person's Name & Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Please make checks payable to AltWheels.

Please mail checks to AltWheels, 74 Buckingham St, Cambridge, MA 02138

For more information, email Stef from Classic Communications at [stef@classic-communications.com](mailto:stef@classic-communications.com) or Alison Sander, AltWheels Founder at [info@altwheels.org](mailto:info@altwheels.org) or 617-868-1582

One of your sponsorship benefits is exhibit space at the AltWheels Fleet Day. So that we can plan for your exhibit space needs, please provide the following information.

### ALTWHEELS SPONSOR EXHIBIT SPACE RESERVATION

We plan to exhibit on Fleet Day: with indoor exhibit space \_\_\_\_\_ with vehicles \_\_\_\_\_

Description of Vehicles/Exhibit: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will you provide ride/drive opportunities on Fleet Day? Yes  No

If Yes, you must provide a copy of your ride/drive insurance certification.

As an exhibitor you take all responsibility for any items you display, for their contents, and for any damage to them. Displays are to be supervised at all times; AltWheels and Staples do not assume any responsibility for any damage done by you and/or your representatives, or done to any property you bring to AltWheels. We will not provide overnight security and exhibitors are responsible for transportation and set-up at Staples.

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

**Contacts:** Classic Communications tel: 508-698-6810 x13 email: [stef@classic-communications.com](mailto:stef@classic-communications.com)  
Alison Sander, AltWheels Founder tel: 617-868-1582 email: [info@altwheels.org](mailto:info@altwheels.org)