

# ALTOONA PALOOZA 2011

**Altoona Palooza- IS Back! Year two – looks to be bigger and better with a 2 day event.** Altoona Palooza will be held on the evening of August 26 and a daylong event on August 27, 2011 at the north side of Sam Wise Sports Complex.

The event will include activities and entertainment for the entire family. Altoona Palooza will start Friday August 26<sup>th</sup> at 5pm – 11p.m. and Saturday August 27<sup>th</sup> runs from 7 am and run until midnight. Attractions on Friday evening include inflatables, beverage/beer garden, a wine garden and the band, *Faculty Lounge*, starting at 8 p.m.

Saturday promises to be a fun-filled day including pancake breakfast, mud volleyball tournament, softball tournament, car show, kids activities and Kids Karaoke in the afternoon, bands starting at 4:30 pm, a beverage/beer garden, inflatables, carnival games, bingo and more!

We had over 4,000 people attend our first Altoona Palooza last year! We are extremely excited about the enthusiasm this event is causing within the community. This event is a new tradition for Altoona that can be the heart and soul of its residents, creating community pride and dedication.

In order to be able to hold this event, we are relying on sponsorships from the community and the surrounding area. The Altoona Palooza committee has put together some incredible sponsorship opportunities, outlined below.

Please help us with our mission to hold a successful city-wide celebration this year by considering a sponsorship commitment. With this year's success, it will ensure future annual Altoona Paloozas. Thank you.

Sincerely,

Mattia Hansen and Mary Simon, Altoona Palooza Sponsorship Co-Chairs  
515-250-5331 / email: [Sponsorship@altoonapalooza.com](mailto:Sponsorship@altoonapalooza.com)



## SPONSORSHIP OPPORTUNITIES

### Main Stage Sponsor - \$2000

- Large stage banners
- Listed on advertising as Main Stage Sponsor
- Live announcements on-stage/radio spots
- Website listing – with a link to your company's website

### Main Stage Secondary Sponsors - \$750

- Listed on large stage banners
- Listed on advertising as Main Stage Sponsor
- Website listing – with a link to your company's website

### Car Show Main Sponsor- \$1500

- Business name on awards/car plaques
- Sponsor's Choice Award presented to car of choice
- Sign at the event
- Listed as sponsor on event schedules
- Live announcements during event/radio spots
- Website listing – with a link to your company's website

### Car Show Secondary Sponsors - \$250

- Sign at the event
- Listed as sponsor on event schedules

### Softball Tournament Sponsor - \$750

- Business name on awards
- Sign at the event
- Listed as sponsor on event schedules
- Live announcements during event/radio spots
- Website listing – with a link to your company's website

### Softball Tournament Secondary Sponsors - \$150

- Sign at the event
- Listed as sponsor on event schedules

### Mud Volleyball Sponsor - \$500

- Business name on awards
- Sign at the event
- Listed as sponsor on event schedules
- Live announcements during event/radio spots
- Website listing – with a link to your company's website



**Mud Volleyball Secondary Sponsors - \$150**

- Sign at the event
- Listed as sponsor on event schedules

**Sponsor Level 1 - \$1500**

- Decal
- Website listing – with a link to your company's website
- Large Fence banner
- Listed on all major advertising as co-sponsor
- Mentioned throughout the day on PA and on radio spots

**Sponsor Level 2 - \$750**

- Decal
- Medium fence banner
- Website listing – with a link to your company's website
- Recognition on Facebook

**Sponsor Level 3 - \$500**

- Decal
- Website listing – with a link to your company's website
- Recognition on Facebook
- Small fence banner
- Listing on large sponsor banner

**Sponsor Level 4 - \$250**

- Decal
- Website listing
- Recognition on Facebook
- Listing on large sponsor banner

**Sponsor Level 5 - \$50**

- Decal
- Website Listing



**SPONSORSHIP FORM – ALTOONA PALOOZA – August 26-27, 2011**

Contact Name & Title: \_\_\_\_\_  
Company/Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Yes, we would like to support the 2011 Altoona Palooza and confirm the following sponsorship(s):

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Enter sponsorship amount in the space provided: \$ \_\_\_\_\_

Please fax this completed and signed form to Mattia Hansen or Mary Simon, Sponsorship Co-Chairs, c/o Altoona Area Chamber at 515-967-3346. The form and monies can also be mailed to: Altoona Palooza, P.O. Box 597, Altoona, IA 50009

All monies must be received before or by **August 10, 2011**. Your sponsorship for Altoona Palooza is recognized once payment is received. For further information, please contact Mattia Hansen 515-250-5331 or Mary Simon 515-201-6582 / email: [Sponsorship@altoonapalooza.com](mailto:Sponsorship@altoonapalooza.com)