2019 9TH ANNUAL 2020

NEW YEAR'S EVE

WHISKEY ROW | PRESCOTT, AZ

SPONSORSHIP OPPORTUNITIES

PRESENTED BY M&M ENTERTAINMENT & PRODUCTIONS

PRESCOTT'S BIGGEST NEW YEAR'S EVE PARTY

HAPPENS AGAIN ON HISTORIC WHISKEY ROW!

Last New Year's Eve, Prescott's 8th Annual Boot Drop went off without a hitch. More than 8,000 people from all over the state of Arizona and country attended the Boot Drop to celebrate the turn of the New Year.

Thanks to the community's support, Prescott's now famous illuminated cowboy boot was lowered from the 40' Palace Building's flagpole at 10pm and also midnight. It was a great way to welcome in the new year and bring much needed business to all of downtown Prescott!

This year's planning is in the works to make the 2019/2020 New Year's Eve event even bigger and better! This includes entertainment, amazing fireworks, ferris wheel and the continuation of video screens to count down the start of the New Year.

Please review the next few pages which present many levels of support while advertising your business. **You too can be a part of the Ninth Annual New Year's Eve Boot Drop event – *a growing Prescott tradition for years to come!***

www.**BootDrop**.com

THE NOISEMAKER | $10,000

The Noisemaker recognizes 'Your Company' as the Major Sponsor or Presenting Sponsor of the 2019/2020 New Year's Eve Boot Drop.

SPONSORSHIP INCLUDES:

RADIO: Receive a total of 1280 promotional announcements and commercials on KTMG/KNOT/KAFF/KZGL/KMGN from December 1 through the 31st, 2019.
- Includes (160) :30 promotional broadcasts or 10 ads per week/per station.
- Includes (1120) :15 generic promotional mentions.

PROMO ITEM: 250 Cowboy Foam Hats will be distributed to the attendees on the evening of Dec. 31st, 2019. Your company logo will be featured on the hats for premium exposure.

TELEVISION: Your company will receive logo or name recognition on Cable One Television in more than 250 :30 Second spots. The 2019/2020 New Year's Eve Event will be marketed on Cable One television from Dec. 1, 2019 to Dec. 31, 2019.

PRINT: Receive recognition in three (3) 3 column x 8" display ad placed in the Daily Courier of Prescott, AZ. Logo in full-page ad in Prescott Living Magazine and Prescott Woman Magazine.

PRESS: All press releases will recognize the exclusive and featured sponsors of the 2019/2020 New Year's Eve Boot Drop.

BANNERS: Receive your logo on all 2019/2020 New Year's Eve marketing banners, plus banners at the event.

POSTERS: Logo recognition or company name on 100, 11 x 17 display posters distributed throughout Yavapai County.

INTERNET MARKETING & SOCIAL MEDIA: Your logo or name recognition on Magic 99.1 (www.magic991.com), KZGL 103.7 (www.eagle.gcmaz.com) KNOT 103.9 & 1450AM (Prescott), 107.9FM (Flagstaff), (www.arizonashine.org) KAFF Country 92.9 (www.kaff.com), KMGN 93.9 (www.939themountain.com), Fun Oldies 97.9 (www.funoldies.gcmaz.com) Boot Drop Social Media Pages and the main event website at www.bootdrop.com.

BOOTH: A 10 x 10 area will be available to display all your company has to offer. Tent/Table/Chairs not included.

VIDEO DISPLAY: Weather permitting, two large screen displays will be attached to stage.

For sponsorship opportunities or more information, contact Matt Brassard.

Cell: 928.848.4182 | E-mail: docsprescott@aol.com | Visit us online at www.bootdrop.com

THE TOAST | $5,000

The Toast recognizes 'Your Company'
as the Co-Sponsor of the 2019/2020 New Year's Eve Boot Drop.

SPONSORSHIP INCLUDES:

RADIO: Receive a total of 1120 promotional announcements and commercials on KTMG/KNOT/KAFF/KMGN from December 1 through the 31st, 2019.
• Includes (1120) :15 generic promotional mentions.

TELEVISION: Your company will receive logo or name recognition on Cable One Television in more than 250 :30 Second spots. The 2017/2019 New Year's Eve Event will be marketed on Cable One television from Dec. 1, 2019 to Dec. 31, 2019.

PRINT: Receive recognition in three (3) 3 column x 8" display ad placed in the Daily Courier of Prescott, AZ. Logo in full-page ad in Prescott Living Magazine and Prescott Woman Magazine.

PRESS: All press releases will recognize the exclusive and featured sponsors of the 2019/2020 New Year's Eve Boot Drop.

BANNERS: Receive your logo on all 2019/2020 New Year's Eve marketing banners, plus banners at the event.

POSTERS: Logo recognition or company name on 100, 11 x 17 display posters distributed throughout Yavapai County.

INTERNET MARKETING & SOCIAL MEDIA: Your logo or name recognition on
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KAFF Country 92.9 (www.kaff.com), KMGN 93.9 (www.939themountain.com),
Fun Oldies 97.9 (www.funoldies.gcmaz.com)
Boot Drop Social Media Pages and the main event website at www.bootdrop.com.

BOOTH: A 10 x 10 area will be available to display all your company has to offer. Tent/Table/Chairs not included.

VIDEO DISPLAY: Weather permitting, two large screen displays will be attached to stage.

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THE KISS | $1,500

The Kiss recognizes 'Your Company'
as a Contributing Sponsor of the 2019/2020 New Year's Eve Boot Drop.

SPONSORSHIP INCLUDES:

RADIO: Receive a total of 120 promotional announcements and commercials on KTMG & KNOT from December 1 through the 31st, 2019.
- Includes (80) :15 promotional broadcasts or 14 ads per week/per station.
- Includes (40) :30 promotional broadcasts or 5 ads per week/per station.

TELEVISION: Your company will receive logo or name recognition on Cable One Television in more than 250 :30 Second spots. The 2019/2020 New Year's Eve Event will be marketed on Cable One television from Dec. 1, 2019 to Dec. 31, 2019.

PRINT: Receive recognition in three (3) 3 column x 8" display ad placed in the Daily Courier of Prescott, AZ. Logo in full-page ad in Prescott Living Magazine and Prescott Woman Magazine.

PRESS: All press releases will recognize the exclusive and featured sponsors of the 2019/2020 New Year's Eve Boot Drop.

BANNERS: Receive your logo on all 2019/2020 New Year's Eve marketing banners, plus banners at the event.

POSTERS: Logo recognition or company name on 100, 11 x 17 display posters distributed throughout Yavapai County.

INTERNET MARKETING & SOCIAL MEDIA: Your logo or name recognition on Magic 99.1 (www.magic991.com), KZGL 103.7 (www.eagle.gcmaz.com) KNOT 103.9 & 1450AM (Prescott), 107.9FM (Flagstaff), (www.arizonashine.org) KAFF Country 92.9 (www.kaff.com), KMGN 93.9 (www.939themountain.com), Fun Oldies 97.9 (www.funoldies.gcmaz.com) Boot Drop Social Media Pages and the main event website at www.bootdrop.com.

BOOTH: A 10 x 10 area will be available to display all your company has to offer. Tent/Table/Chairs not included.

VIDEO DISPLAY: Weather permitting, two large screen displays will be attached to stage.

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2019/20 SPONSORSHIP OPPORTUNITIES

THE COUNTDOWN | $500

The Countdown recognizes 'Your Company'
as a Contributing Sponsor of the 2019/2020 New Year's Eve Boot Drop.

SPONSORSHIP INCLUDES:

PRINT: Receive recognition in three (3) 3 column x 8" display ad placed in the Daily Courier of Prescott, AZ. Logo in full-page ad in Prescott Living Magazine and Prescott Woman Magazine.

PRESS: All press releases will recognize the exclusive and featured sponsors of the 2019/2020 New Year's Eve Boot Drop.

BANNERS: Receive your logo on all 2019/2020 New Year's Eve marketing banners, plus banners at the event.

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VIDEO DISPLAY: Weather permitting, two large screen displays will be attached to stage.

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2019/20 SPONSORSHIP OPPORTUNITIES

THE BOOT | $250

SPONSORSHIP INCLUDES:

PRESS: All press releases will recognize the exclusive and featured sponsors of the 2019/2020 New Year's Eve Boot Drop.

BANNERS: Receive your logo on all 2019/2020 New Year's Eve marketing banners, plus banners at the event.

POSTERS: Logo recognition or company name on 100, 11 x 17 display posters distributed throughout Yavapai County.

INTERNET MARKETING & SOCIAL MEDIA: Your logo or name recognition on Magic 99.1 (www.magic991.com), KZGL 103.7 (www.eagle.gcmaz.com) KNOT 103.9 & 1450AM (Prescott), 107.9FM (Flagstaff), (www.arizonashine.org) KAFF Country 92.9 (www.kaff.com), KMGN 93.9 (www.939themountain.com), Fun Oldies 97.9 (www.funoldies.gcmaz.com) Boot Drop Social Media Pages and the main event website at www.bootdrop.com.

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VENDOR BOOTH | $100

Reach over 8,000 people by selling your vendor goods at the 2019/2020 New Year's Eve Boot Drop!

INCLUDES:

- Space for a 10'x10' pop-up tent.
- Access to a generator.

All additional items needed to run your booth will be at the vendor's expense.
No more than two similar vendors allowed.
Please see contract for further details.

Additional HEALTH DEPARTMENT CERTIFICATE FEE WILL APPLY if you are handling food!

For sponsorship opportunities or more information, contact Matt Brassard.

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THE CONTRACT

2019/2020 New Year's Eve Boot Drop Sponsorship Agreement:

YOUR COMPANY'S CONTACT INFORMATION:

Company Name: _____ Type of Company: _____

Company Address: _____

City: _____ State: _____ Zip: _____ Company Phone: _____

Company E-mail: _____

Primary Contact Information for Fulfillment Purposes:

First Name: _____ Last Name: _____

Position: _____ Cell Phone: _____

E-mail: _____

Please check the New Year's Eve Boot Drop sponsorship level for your company:

__N/A__ $10,000 **THE NOISEMAKER** *Exclusive Sponsorship

_____ $5,000 **THE TOAST** Non-exclusive

_____ $1,500 **THE KISS** Non-exclusive

_____ $500 **THE COUNTDOWN** Non-exclusive

_____ $250 **THE BOOT** Non-exclusive

_____ $100 **VENDER BOOTH** Non-exclusive - *If checked, the vendor acknowledges the responsibility of any additional expenses and must obtain the required licenses/paperwork/filings to run their booth on the night of 12/31/2019 through 1/1/2019. Tables, chairs and booth are not included with the vendor booth fee. The vendor will be provided access to a generator and a 10'x10' booth space only.*

Please make all checks payable to: PAI (Prescott Area Independents)

Cash or checks may be mailed to:

M & M Entertainment | Attn: Matt Brassard
112 S. Montezuma St. | Prescott, Arizona 86301

An official New Year's Eve Boot Drop representative signature must be present below to solidify the terms of the New Year's Eve Sponsorship agreement. All payments are due within 30 days of signing and 45 days prior to the event date. ***All advertising materials due by November 1st, 2019.***

Name of Company Authorized Signature: _____

Date: _____

New Year's Eve Boot Drop Authorized Signature: _____

Date: _____

A sales representative will contact you within 24 hours. Thank you for your support!