

2012



FUNKY CHICKEN!

AMA WEST NATIONAL HARE SCRAMBLES PRO, AM & YOUTH, JUNE 16 & 17 ELKTON, OR.

Sponsor Invitation

Here we go again! ETRA will host Round #5 of the AMA West National Hare Scrambles and AMA West Youth Hare Scrambles Series. Racers, spectators and sponsors alike are looking forward to another Pro and Amateur 'Funky Chicken' showdown. Our legendary cross country race offers prime advertising exposure. We invite you to be a part of this prestigious event by becoming a 2012 sponsor!



\$3000 PRO PURSE!

Take a 5 minute peek
at the Funky Chicken
2012 Promo Video
This is what it's all about.



- Background Check**
Are we established? You bet. Check out our website with these links: [ETRA](#) homepage and our dedicated [Funky Page](#). Then entertain yourself with these additional videos:
- [2011 Good Stuff](#)
 - [2011 More Good Stuff](#)
 - [2011 Pro start](#)
 - [2011 1st place battle](#)
 - [2010 Podium Interview](#)
 - [2009 Funky Chicken](#)
 - [2007 Rock Hill Video](#)
 - [2006 Funky Chicken Video](#)
 - [2005 Funky Chicken Video](#)
 - [Funky Chicken in the House!](#)




Strategy for success: Simple, utilize our great location at the Big K, promote well in advance, grant the maximum \$3000 in Pro purse money and put our club pride on the line. It works! Rider entry and spectator attendance grows every year so hop on board!



- 2012 Funky Chicken National Hare Scrambles Schedule will include:**
- Saturday, June 16: AMA National Youth Hare Scrambles, B & C Adult classes
 - Sunday, June 17: AMA National Hare Scrambles, Pro and A classes
 - Sponsors and Vendors "Main Street" open throughout the weekend.
 - Great Camping, Food and Fun!
 - PA announcement, advertising and music.

A special thanks to our hosts at the expansive [Big K Guest Ranch](#) in Elkton, OR. Click their website link above for info on lodge, cabins, guide service, directions, etc.



Sponsorship options: We recognize the prestige that sponsors add to the Funky Chicken. You make it the unique event that it is, so we provide a lot of bang for the buck in return. All of our sponsorship packages are designed to market and sell your product/service to our broad audience. Choose from our range of options (below) to suit your needs and budget. As well as granting most requests for priority parking, booths, displays, banners, etc. at our events, we also promote our sponsors through T-shirts, our website and announcements all year long. In return, your sponsorship dollars help us cover land-use fees, the myriad event expenses and sustains our work as a public club devoted to off-road recreation.

Title Sponsorship (\$2000) contact deadline: **SOLD**

- ✦ The top priority position among our sponsors. Your name will be attached to the race title. For example, "The 2012 (your name) AMA West National Hare Scrambles, round 5"
- ✦ Sponsor trucks, trailers, booths and displays will get priority locations at the FC Race.
- ✦ All printed material for the event will display the title: T-shirts, flyers, posters, etc.
- ✦ Local event advertising will include the title sponsor (TV, radio, newspaper).
- ✦ Website advertising year round (provide artwork).
- ✦ 6 event T's or hats. We are open to your marketing suggestions.

Hole Shot Sponsorship (\$1500) contact deadline: **SOLD**

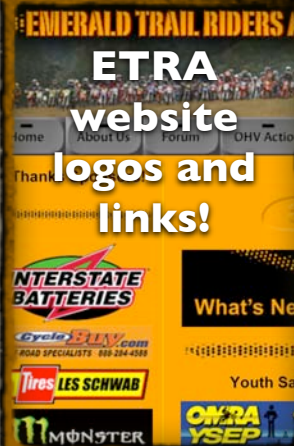
- ✦ Associate your name with the winners! Our maximum allowed purse draws the Pros from all over the country. Up to three sponsors will be selected.
- ✦ Sponsor trucks, trailers, booths and displays will get prime sites for the race weekend.
- ✦ All printed material will display your logo; T-shirts, flyers, posters, etc.
- ✦ Website advertising year round (provide artwork).
- ✦ 5 event T's or hats. Which sponsor package is right for you? We can help.

Gold Sponsorship (\$500) contact deadline: **TBA**

- ✦ Sponsor trucks, trailers, booths and displays will get prominent placement within our vendor commons, "Main Street".
- ✦ All printed material will display your logo; T-shirts, flyers, posters, etc.
- ✦ Website advertising year round (provide artwork).
- ✦ 4 event T's or hats. Our most popular choice.

Silver Sponsorship (\$250) contact deadline: **TBA**

- ✦ All printed material will display your logo; T-shirts, flyers, posters, etc. (sized accordingly).
- ✦ Website advertising year round (provide artwork).
- ✦ We will prominently display your banner or sign at our events.
- ✦ 2 event T's or hats. Your involvement is honored.



The [Emerald Trail Riders Association](http://www.etra.net) is a non-profit off-road motorcycle organization. We love riding and everything about it! Based in Eugene, we are one of the largest OHV clubs in Oregon, attracting members of all age groups and riding abilities. Since 1991, we have accumulated 20 years of experience in promoting National level off-road events. We unite and inform the OHV community through our events, website, monthly meetings, club rides and advertisement. ETRA is dedicated to preserving the right to ride on Oregon Public Lands. We utilize our numbers and recognition to help the BLM, USFS and private landowners plan, construct and maintain motorized trail systems in our area.

With our marketing experience and commitment to our sponsors, we can tailor an ideal plan for your advertising needs. Just ask!

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