



# Toyota Dealer Program

## About To Go Before...

To Go Before is the first and only national owners event celebrating the first family of hybrids: the Prius family. Through three generations, four models and millions of owners, it is the most successful and widely sold hybrid car on the planet. TGB4 is the only Prius event of its kind that is sanctioned and sponsored by Toyota.

To Go Before was started by two influential Prius owners and enthusiasts as a way to get together with other owners and enjoy food, fun, and fellowship. Technical training and a wide range of other activities provide opportunities to see, drive and learn about all models of the Prius lineup.

The second annual TGB4 will be held on September 18th through the 21st, 2014, just outside of Boston. After a successful inaugural year in Riverside, California we are looking forward to growing the event further with the addition of a public "free" day.

- **Due to to overwhelming attendee demands, we are opening up sponsorship and advertising opportunities to Toyota dealers for the first time.**
- **In our first year, all of our Supporting Sponsors made back their investment in TGB4 through direct sales during the event.**
- **Our sponsors told us that Interaction and repeat visits with our attendees was much higher than other car-oriented events.**

## Prime opportunity

### - Free

TGB4 will create formatted text and image content announcing To Go Before in your area along with Prius related content to be emailed, by you, to your Prius owners through your own email system. We will create this content working with you and it will be approved by you before use. We do the work and you get prime content of great interest to your Prius customers.

## Additionally...

**We are offering the following if you wish to support the Prius community.**

- Announcement on PriusChat.com - a permanent thread in the TGB4 discussion forum announcing you as a sponsor containing a link to your web site.
- An ad in the TGB4 digital program.
- A listing on the TGB4 web site as a supporting dealer, with a link to your web site.

The cost for the above is only \$1000. We have also put in place a discount program if you participate in our free email program.

- **Save \$250!** Only \$750 if you agree to send one email to your customers.
- **Save \$500!** Only \$500 if you agree to send two emails to your customers.
- **Save \$750!** Only \$250 if you agree to send three emails to your customers.

## Other To Go Before Sponsorship Opportunities for 2014

### Basic - \$1,500 - only sixteen opportunities remaining

- 6x6' area in this year's expo area.
- Logo on togobefore.com sponsors page
- Logo (small) on sponsor banner
- Weekly sponsorship mention on all of our social networks.
- Sponsor will provide merchandise/literature for attendee swag bags given to all attendees.
- Announcement on PriusChat.com - a permanent thread in the TGB4 discussion forum announcing you as a sponsor containing a link to your web site.

### Supporting Sponsor - \$5,000 - only four remaining

- All Basic benefits plus...
- Expanded 10x10' in this year's expo area. 6' table and two chairs provided.
- Logo on event T-shirt (on back of t-shirt, single color vector image provided by sponsor)
- Sponsor mention on every other episode of What Drives Us podcast between contract sign date and the event date. Also includes sponsor produced or show produced thirty second message.
- Sponsor banner on PriusChat.com.

### Significant Sponsor - \$7,500 - only two remaining

- All Supporting benefits plus...
- 10x20' in this year's expo area.
- Priority logo placement on togobefore.com sponsors page.
- Logo on togobefore.com home page.
- Logo (large) and premium placement on sponsor banner,
- T-shirt logo placement on attendee shirt.
- Included in pre-show email to attendees.
- Sponsor-provided merchandise for swag bags given to all attendees.
- Sponsor mention on every episode of What Drives Us podcast between contract sign date and the event date. Also includes sponsor produced or show produced sixty second message.
- Sponsor spotlight on What Drives Us, ten minute feature including interview with sponsor representative.
- Sponsor banner on PriusChat.com forum and front page (limited views TBD).

### Presenting Sponsor - \$10,000 - exclusive opportunity

- All Significant sponsor benefits plus...
- Product category exclusivity.
- Effectively unlimited display space. We will work with you to accommodate any and all displays you wish to provide.
- Sponsor logo appears on all banners, badges and is noted during all events.
- Prime placement on banners and attendee badge.
- Bi-weekly sponsorship mention on all of our social networks.
- Sponsor mention on every episode of What Drives Us between contract sign date and the event date. Also includes sponsor produced or show produced sixty second message.
- Pre TGB4 show special episode of What Drives Us podcast featuring sponsor representative, full length show (up to sixty minutes).

### CUSTOM SPONSORSHIP AND ADVERTISING OPPORTUNITIES

We can also create a custom sponsorship plan or advertising opportunity that perfectly fits you and your product or service. We have attendee gifts that can promote your brand or service as well as creative ways to put your message in front of our attendees. Just give us a call.

## Interested? We would love to talk to you...

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