



# DULLES DAY PLANE PULL®

9.15.18



## About the Event

The Dulles Day Festival & Plane Pull®, hosted by the Metropolitan Washington Airports Authority and Special Olympics Virginia, is a free, day-long event that attracts more than 15,000 people. This year's 26<sup>th</sup> annual event will be held on Saturday, September 15, 2018 at Dulles International Airport.

This annual Special Olympics Virginia event features live music, food and entertainment for all, including a kids zone, car show sponsored by GEICO, aircraft displays, truck pull sponsored by 123Junk, high end door prizes and more!

All proceeds support Special Olympics Virginia. Sponsoring organizations help athletes with intellectual disabilities achieve success, earn respect and gain acceptance within the community.

Attendees include professionals and their families from throughout the entire Washington D.C. Metropolitan area. More than 80 companies support the event by participating as Plane Pull® teams, sponsors, vendors and volunteers. Is your organization one of them?

Marketing begins early! We have already started to promote this year's event (our 26th Plane Pull®!) and our sponsors on our website ([planepull.com](http://planepull.com)), social media, calendar listings and through our radio, TV and print media partners.

**PULL TOGETHER.**



**PUSH YOURSELF.**

**SIGN UP TODAY.**



**5K Race**

### Our Promotions Include:

- Flyers delivered to area homes and displayed at retail locations, partnering organizations and special events
- Event website with links to our partnering organizations
- Billboards displayed along a major roadway for six weeks before the event—the only advertisements on the entire road!
- Mentions in print ads, on radio spots and in TV promotions when available
- Press releases
- Team shirts
- On-site banners and event signage
- Mentions on Special Olympics Virginia social media outlets

*Let our Special Olympics athletes know you're pulling for them!*



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## Sponsorship Levels

	Bronze \$5,000	Silver \$10,000	Gold \$15,000	Presenting \$25,000
Industry and/or category exclusivity for event sponsorship				+
Logo on event highway and road signs (six weeks in six locations)		+	+	+
Recognition on event website, flyers, posters and event shirts	Listing	Logo	Logo	Premium logo
Recognition in print ads, radio and TV spots and on media partner websites		+	+	+
Recognition and presentation opportunity for company at Opening of event				+
Team participation with access to a hospitality tent supplied with snacks and beverages	+	+	+	+
Exhibit space		+	+	+
Opportunity to display banners at Dulles Day Festival		1	2	4
Special Olympics Virginia Corporate Partnership		Champion Level	Star Level	Hero Level
Opportunity to be the official sponsor of the Truck Pull, Car Show or Kid's Zone	If available			
Recognition on our new Walk of Fame	+	+	+	+

## Additional Participation Options

### Official Plane Pull® Team

#### \$2,000 minimum

All teams receive a plaque, a team photo and Dulles Day shirts. Teams that raise \$2,500 before August 1, 2018, will receive customized Dulles Day shirts. Trophies are awarded in many categories.

### Standard Exhibit Space

#### \$500

Tented exhibit space (10' x 10') including display table and two chairs.

10' x 20' spaces are available for \$700 and electricity is available for an additional \$50.

## More Information

For additional sponsorship information or to sign up as a sponsor, please contact:

#### Ellen Head

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