

## The Mother Load Sale, LLC - Fall 2010 - Sponsor Agreement Form

Thank you for your interest in *The Mother Load Sale*, Albuquerque's Premier Children's Consignment Event! Our Fall 2010 sale will be held **October 16th-17th** at Cleveland Middle School. Public sale hours will be **9AM-1PM** on Saturday and **12-2PM** on Sunday. Please review the following sponsorship options:

- **OPTION 1 - On our website:**

**For \$25**, we will post your logo/link on TMLS's website home page, where you can expect 750+ visitors per month. Logo must be in .jpg , .jpeg or .gif format.

- **OPTION 2 - On the general TMLS Sponsor Table at the entrance/exit door up front:**

**For \$25**, your choice of a catalog, coupon, flyer or drawing box (no large display or sample items) will be *made available* for pick-up by 100+ sellers and volunteers and approximately 1500 shoppers at the sale. All materials must fit in a 12 x 18 inch space. *If staffing allows*, this table will be manned by a TMLS volunteer, who will encourage shoppers to pick up materials/enter drawings. **Limit: 750**

- **OPTION 3 - Your own table at the sale entrance to meet/advertise in person: (please call Anita first for availability.)**

**For \$75**, you can set up a table/display etc. in an 8ft. wide x 4ft. deep "booth" space under a covered walkway at the sale entrance/exit doors. Sponsors may set up for all or part or all of the public sale hours listed below. Sponsors are responsible for providing their own tables, for complete set-up and takedown of all displayed material each day, as well as being physically present at the table while it is set up. Sponsors may sell items from their booths; however, due to City health ordinances food CAN NOT be given away or sold without a permit. Booths must be completely disassembled each day by the ending times listed below.

- **OPTION 4 - In the shoppers hand as they check out & on every advertising flyer distributed prior to the sale:**

**For \$100**, we will hand out your small coupon//flyer with freebie to each paying shopper with their receipt at the cashier. We will list your business name and giveaway on every promotional flyer printed after your sponsorship agreement is received. Approx. 30K fliers will be distributed over the 6-month period prior to the sale. **Limit: 1500**

- **OPTION 5 - Printed on the back of shopper receipts: (please call Anita first for availability.)**

**For only \$50 per printer** (up to \$300 for exclusivity on all 6 printers) each customer's receipt will be printed on the backside of your full-page flyer, ensuring that your advertisement goes home in every shopper's hands. Limit is 650 per printer. This option may be exclusive to one vendor for \$300 or divided equally among up to 6 vendors who wish to sign up for the option at \$50 each. Final number of flyers needed for this option will be determined two weeks prior to sale.

**Please note that:**

- **Booths available only during the following times ONLY: Sat 7-2pm, Sun 11am-3pm.** Otherwise gates are locked.
- Payment must be received in full for Option 1 before logo/link will be posted and for Option 5 before sponsorship will be included on advertisement fliers.
- Sponsorships are on a first come, first serve basis, and we will not duplicate competing sectors services/products i.e., Mary Kay/Avon not both allowed to have a table - but one can have table, one have flyers, etc.)
- All sponsorship fees are non-refundable unless sale is cancelled due to unforeseen events.
- Sponsor tables mentioned in Option 3 are outside, under a South-facing, covered walkway. An alternative, inside space will be made available to sponsors **ONLY** in cases of **EXTREME WEATHER** - which will be determined only by TMLS owner.
- Unless prior arrangements have been made, all Option 2 sponsorship materials must be delivered directly to the sale location between 3-5pm on Friday, Oct. 15th and picked up between 3-5pm on Sunday, Oct 17.
- Only **ONE** contracted sponsor per business will be allowed to attend the exclusive Friday Night Presale from 7-9pm.
- Availability/Questions/Concerns may be directed to [Anita@TheMotherLoadSaleABQ.com](mailto:Anita@TheMotherLoadSaleABQ.com) or call 417-3188

Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_

OPTION/S: #1\_\_\_\_\_ #2\_\_\_\_\_ #3\_\_\_\_\_ #4\_\_\_\_\_ #5\_\_\_\_\_ (Discuss availability for Options 3, 4, 5 with Anita first.)

SIGNATURE: \_\_\_\_\_

Please mail your completed registration form and check, made payable to *The Mother Load Sale*, to:

**The Mother Load Sale, LLC**  
**P.O. Box 65478**  
**Albuquerque, NM 87193**