

The Mother Load Sale, LLC—Sponsor Agreement Form

Thank you for your interest in *The Mother Load Sale*, Albuquerque's Premier Children's Consignment Event! Our Spring 2010 sale will be held on **April 16th, 17th and 18th** at Cleveland Middle School. Private pre-sale will be held on Friday from 7-9pm. 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:
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 pre-sale/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 at the entrance & on every advertising flyer distributed prior to the sale:
For \$100, we will hand out your small coupon or flyer to each paying shopper at the door as they enter the sale. We will list your business name and giveaway on every promotional flyer printed after your sponsorship agreement is received. Approximately 40,000 fliers will be distributed over the 6-month period prior to the sale. **Limit: 1000**
- OPTION 5 – Printed on the back of shopper receipts
For \$50 per printer (up to \$150 for exclusivity on all 3 printers) each customer's receipt will be printed on the backside of your full-page flyer, ensuring that your advertisement goes home in shopper's hands. Limit is 650 per printer. This option may be exclusive to one vendor for \$150 or divided equally among up to 3 vendors who wish to sign up for the option at \$50 each. Final number of flyers needed for this option will be determined by April 1st.

Please note that:

- Booths available only during the following times ONLY: Fri 5-9pm, Sat 7-1pm, 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 OR Avon, but not both)
- All sponsorship fees are non-refundable unless sale is cancelled due to unforeseen events.
- All Option 2 sponsorship materials must be delivered directly to the sale location between 3-5pm on Friday, April 16th and picked up between 3-5pm on Sunday, April 18th.
- All sponsors will be given a pass for ONLY ONE person to attend the exclusive Friday Night Presale from 7-9pm.
- Questions/concerns may be directed to Heather@TheMotherLoadSaleABQ.com

Date: _____

Business Name: _____

Contact Name: _____

Contact Phone: _____ Contact E-mail: _____

OPTION/S: #1 _____ #2 _____ #3 _____ #4 _____ #5 _____

SIGNATURE _____

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

The Mother Load Sale, LLC
PO Box 65478
Albuquerque, NM 87193
The Mother Load Sale, LCC

Spring 2010

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