

The Mother Load Sale, LLC – Spring 2012 - Sponsor Agreement Form

Thank you for your interest in *The Mother Load Sale*, Albuquerque's Premier Children's Consignment Event! Our Spring 2012 sale will be held at Cleveland Middle School on **Saturday, April 14th (7:30am-1pm)** and **Sunday, April 15th (9am-2pm)** Sponsors will be able to enter the exclusive, **Friday Presale at 7pm** immediately following our sellers and volunteers. 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: 500**
- **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:**
For \$100, we will hand out your small coupon//flyer/ freebie to each paying shopper with their receipt at the cashier. **These promotion items must be delivered to Anita before April 1st so they may be bundled before the sale.** If they are not, you forfeit this offer and your items will be placed on the General Sponsor Table. No fees will be refunded. **Limit: 1500**
- **OPTION 5 – Your 8x11 full-page flyer/handout used to print shopper receipts: (please contact Anita first for availability.)**
For only \$50 per printer (\$200 for exclusivity on all 4 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 500 per printer and all flyers will be mixed in with other advertisers at each of the 4 cashier stations. This option may be exclusive to one vendor for \$200 or divided equally among up to 4 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. **Flyers must be delivered to Anita before October 14.**

Please note that:

- **Sat. AM EARLY BIRD Public PreSale (7:30am-9am) TMLS OPEN to PUBLIC for \$10 Adm.** Kids OK.
- **Booths available only during the following times ONLY:** Sat 6:30am-2pm, Sun 8am-3pm otherwise, the gates are locked.
- Payment must be received in full for Option 1 before logo/link will be posted.
- Sponsorships are on a first come, first serve basis and TMLS will not allow two reps from the same company within any one option.
- 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 to deliver materials to Anita's home, all Option 2 sponsorship materials must be delivered directly to the sale location between 4-5pm on **Friday, April 13th** and picked up between 4-5pm on **Sunday, April 15th.**
- Only ONE contracted sponsor per business will be allowed to attend the exclusive **Friday Night Presale from 7-9:30pm.**
- Availability/Questions/Concerns may be directed to TheMotherLoadSale@gmail.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