HOW CAN YOU HELP?

As a company that manufactures or sells products to the same people who are our members, your company needs to be part of our association.

Whether it's as an associate member or a corporate sponsor, your company will get much more exposure by being part of the largest 4X4 association in the state.

We need companies like yours to help us achieve our goals of keeping our public lands open to the public for our sport. If the land and trails are closed, there won't be any need for your products or our association. Together we can keep up the fight to see that our children and their children will still have somewhere to enjoy motorized recreation on our public lands.

SPONSORSHIPS

Please consider becoming a Cal4Wheel Corporate Sponsor. By joining us as an official corporate sponsor, your company will be among some of the biggest names in the 4x4 product industry working with us to preserve our rights and to protect our sport and our environment.

CALIFORNIA FOUR WHEEL DRIVE ASSOCIATION INC.

Cal4 Wheel .com

SINCE 1959

For additional information contact our corporate office:

C4WDA, Inc.
8120 36th Ave.
Sacramento, CA 95824
916-381-8300
office@cal4wheel.com

cal4wheel.com

Corporate **Sponsorship** Program

WHO ARE WE?

The California Four Wheel Drive Association is the largest statewide organization of its kind in the USA. We currently have over 4,000 member families throughout California and other states with 130 clubs statewide.

We represent the owners of all makes and models of four wheel drive vehicles as well as non-owners who support responsible vehicle oriented recreation.

- Two Natural Resource Consultants keep an ear to the ground for any and all issues regarding land use that affects our sport and make sure that we are heard by the right people at the right time to protect our interests and keep public lands open for ALL users.
- We provide political clout for our members through lobbying and keeping our members informed.
- We participate in other OHV organizations, including: North American Motorized Recreation Council (NAMRC), the United Four Wheel Drive Association, and SEMA.
- We are engaged in various lawsuits and legal actions aimed at keeping our public lands open for motorized recreation.

SPONSORSHIP LEVELS

All sponsorships include a free listing on our website at cal4wheel.com and in our *In Gear* magazine. We will also send out flyers on your behalf as envelope stuffers, and display your banners and other materials at our events.

GOLD

- Typical donation of $2,500/year
- Product donations of at least $300 to eight events
- 30% discount on advertising
- Free press releases online and in the *In Gear*
- Free booth space at Cal4Wheel sponsored events
- Free registration for one vehicle and two people at Cal4Wheel events
- Two free dinners at annual Cal4Wheel convention

SILVER

- Typical donation of $1,500/year
- Product donations of at least $200 to eight events
- 20% discount on advertising
- Free booth space at Cal4Wheel sponsored events
- Free registration for one vehicle and two people at Cal4Wheel events
- Two free dinners at annual Cal4Wheel convention

BRONZE

- Typical donation of $500/year
- Product donations of at least $100 to eight events
- 10% discount on advertising
- Free booth space at Cal4Wheel sponsored events
- 50% discount on registration for one vehicle and one person at Cal4Wheel events
- One free dinner at annual Cal4Wheel convention

REMEMBER: Trails = Sales