



## 2021 Rental Rally Tradeshow Sponsorship Opportunities

There is no better way to demonstrate your support for the rental industry to your rental center customers.

CRA is extending an invitation to individuals and businesses to support our exciting event through sponsorship. All sponsors will be acknowledged on the CRA website, in the Final Exhibitor List and in the eJournal. Sign up by Dec. 18<sup>th</sup> to be included in signage and the Pocket Program.

| Additional Benefits                         | PLATINUM<br>\$5,000 | GOLD<br>\$2,500 | SILVER<br>\$1,500 | BRONZE<br>\$750 |
|---|---------------------|-----------------|-------------------|-----------------|
| Acknowledgement at Awards Ceremony          | x                   | x               | x                 | x               |
| Sponsor Ribbon                              | x                   | x               | x                 | x               |
| Listing in Digital Pocket Program with logo | x                   | x               | x                 | x               |
| Listed as Seminar Sponsor                   | x                   | x               | x                 | x               |
| eBlast Listing                              | x                   | x               | x                 | x               |
| Mention in Show Promo Pieces                | x                   | x               | x                 | x               |
| Ad in Digital Pocket Program                | Full Page           | 3/4 Page        | 1/2 Page          | 1/4 Page        |
| Logo in Gala Slide Show                     | X                   | X               | x                 |                 |
| Virtual Rental Rally Tradeshow Booth        | x                   |                 |                   |                 |
| Cocktail Party Drink Tickets                | 20                  | 10              |                   |                 |
| 24" x 24" Floor Decal                       | 1                   | 1               |                   |                 |

### Tuesday Night Diamond Jubilee Gala – \$1,000

CRA's Annual Dinner and Awards! Benefits include: A-Frame Table Sign, Sponsor Ribbon and Acknowledgement at the Awards Ceremony, in the Pocket Program with logo and in show promo pieces.

### CRA Diamond Jubilee Commemorative Gifts – \$1,000

CRA's Diamond Jubilee Commemorative Gifts to be given to all CRA members. Sponsor Logo card to be included in packaging.

### Seminar Floor Decal Trail – 24" x 24" - \$800.

Your logo on 6 - Large Floor Decals leading the way to the Seminars! Additional benefit includes acknowledgement as a Seminar Sponsor.

### Exhibit Hall Floor Decal Trail – 24" x 24" - \$800.

Your logo on 6 - Large Floor Decals leading the way to the Exhibit Hall Seminars!

### Single Floor Decal – 24" x 24" - \$400 ea.

Your logo on a 24" x 24" Decal displayed on the show floor directly in front of your booth!

### Return the form to CRA

CRA, P.O. Box 348420, Sacramento, CA 95834-8420 / Fax (916) 570-1384 / Ph. (800) 272-7400 / [info@CalRental.org](mailto:info@CalRental.org)

**Please send an electronic file of your company logo and ad for use with your sponsorship by Dec. 18, 2020.**

**An eps file is preferred, although a high-resolution tif or jpeg is acceptable. Send to [Carol.Murphy@CalRental.org](mailto:Carol.Murphy@CalRental.org).**

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Sponsor Level:  Platinum  Gold  Silver  Bronze  Tues. Gala  Com. Gift  Seminar Trail  Exib. Hall Trail  Floor Decal  
 \$5,000    \$2,500    \$1,500    \$750    \$1,000    \$1,000    \$800    \$800    \$400

|   |                        |
|---|------------------------|
| <b>If Paying by Credit Card, Complete this Box:</b> | Total Amount \$ _____  |
| Card # _____  | Exp. Date _____        |
| Cardholder's Name _____                             | Security Code _____    |
| Cardholder's Signature _____                        | Billing Zip Code _____ |
| E-mail for Receipt: _____                           |                        |