

Dear Business Owner

As a Business Owner, I know that your time is very precious; but if you would allow me just a few minutes, I would like to let you know about an event that is quickly becoming one of this area's premier events; ***one that can have an important impact on your life and your business.*** The event is called the Truth and the Outdoors. This outdoor expo is hosted for the purpose of uniting together with people in our communities who share a passion for the outdoors. .

***You may be asking yourself, why is an outdoor expo important to me or my business? Or, I haven't anything to do with the outdoor or wildlife industry.*** The answer to these questions is different for each individual person, but I will guarantee you that everyone has a lot to gain from an event like this. Events like the Truth and the Outdoors, the Washington Town and Country Fair, and others brings out spectators from all over Franklin County but more importantly they bring in spectators from many of our surrounding counties and surrounding states! The Truth and the Outdoors expo is expecting 10,000 + visitors over a three day period to this FREE INDOOR event; and a great majority of these visitors will be from outside of the Franklin County Area. These Visitors will generate thousands of tourism dollars for our local economy. Vendors from all over the nation will be showcasing their products at the Truth and the Outdoors. These same vendors will also be supporting our local economy as they use our local motels, gas stations, restaurants, grocery stores, hardware stores, along with many other local business. This is also a great opportunity for our community to also show these visiting companies the many opportunities that Franklin County has to offer their Businesses.

Many of us take the outdoors for granted and we want to share with fellow outdoorsmen how God's love is demonstrated in creation and in the life and work of Jesus Christ. In 2009 we held our first expo over one and a half days and it was wildly successful. Admission was free and families turned out in droves with 4,200 attendees and 60-plus vendors on a rain-soaked weekend in late March. We had vendors such as the Missouri Department of Conservation, Cabela's, BowTech, Missouri Show-Me Big Bucks, Three Timbers Outdoors, among many others. Speakers included Billy Yargus (the 2008 Grand National Wild Turkey Calling Champion), Morris Anderson, Ralph Duren, Chris Morrow, Todd Walters, Team Harvest and TW Norman.

We are proud to say the 2009 Truth and the Outdoor expo was so successful, we outgrew our venue the first year; so the Truth and the Outdoors decided to skip the 2010 event to allow us to find a larger *indoor* venue. We are now happy to announce that the 2011 Truth and the Outdoors event will be held at the St. Clair High School complex. This complex allows us to have over 200 indoor booths, an indoor eating area, indoor seminar areas, and an expansive outdoor area for the different outdoor events. There are many great activities for kids, opportunities for attendees to try out new equipment, shoot a bow, participate in calling contests, and many other fun and exciting events to draw people from the Franklin County and surrounding communities together as we all share our passion for the outdoors. The Truth and the Outdoors staff has already secured Jase Robertson from Benelli's hit TV Show "THE DUCK COMMANDER", The All American Lumberjack Show, Wildlife Photographer "Brad Herndon", Growing Deer TV's "Grant Woods" along with many others that will be announced soon. Once again, the 2011 event will again be **FREE** to the public and we encourage everyone to come out and enjoy a great day of *Christian fellowship, great food, and the great outdoors.*

Putting on an event of this magnitude costs a lot of money; and we are blessed to have many gracious contributors that span many different denominations and cultures. But if we are to continue to expand this ministry and grow this event into Missouri's premier outdoor expo, we need your help. You and your company can participate by being a sponsor of the Truth and the Outdoors. Sponsorships range from as little as \$50.00 to \$2500.00 and is fully tax deductible. Your donation can be monetary or by making some other contribution to the event, whether in the form of a product, gift card, services, cash, door prizes or silent auction items, or advertising and promotion of this event. Your company or organization will in turn receive recognition for your contribution as described on the sponsorship description sheet. The Truth and the Outdoors is a 501(c)(3) non-profit organization and we are committed to making this event a valuable marketing tool for you and a free event for outdoorsmen and their families, allowing them more dollars to spend on your products. With the economy being what it is today and with the overload of messages bombarding consumers, this is an excellent opportunity for your organization to gain prime name recognition in local customers.

The success of the first annual Truth and the Outdoors expo was due first to God, but also largely due to the generous support of our many sponsors/vendors. The same will be true in March 2011. We invite you to consider this opportunity and to sign up early. If your company would also like to consider being a vendor at the 2011 event, please call our office at 636-629-5059 or email the Truth and the Outdoors staff at [truthandtheoutdoors@yhti.net](mailto:truthandtheoutdoors@yhti.net) . Don't delay in making this investment. We thank you for your consideration and thank all our sponsors/vendors in advance for their generosity. We could not do it without you!

Respectfully,  
Truth and the Outdoors Steering Committee



## **\$2500 Heritage Sponsors Receive:**

*Reminder, your donation is fully tax deductible.*

- Logo on Expo T-Shirt (Black and White Only)
- Sign privileges for a sign or banner designating your company at sponsored activity area or booth.
- Name and logo on Expo Fliers
- Name and logo on Expo's press kit
- Name and logo on Expo brochure
- Name and logo on Expo website advertising and forming a direct link to your business. This link will continue to be posted on our site for 60 days after the event.
- Your company will be allowed to put one piece of literature. (no more than two pages) about your company into the giveaway bags. (literature must be supplied by you.)
- Two official Expo T-shirts upon request.
- Invitation to give Welcome address for main stage entertainer.
- Free 10'X10' booth
- Your company name will be acknowledged as a sponsor in radio ads and broadcasts.
- A 1/4 page full color ad in the Expo's event program.

## **\$1000 Corporate Sponsors Receive:**

*Reminder, your donation is fully tax deductible.*

- Logo on Expo T-Shirt (Black and White Only)
- Sign privileges for a sign or banner designating your company at sponsored activity area or booth.
- Your Color Logo on Expo's event program.
- Name and logo on Expo Fliers.
- Name and logo on Expo's press kit.
- Name and logo on Expo brochure.
- Name and logo on Expo website advertising and forming a direct link to your business. This link will continue to be posted on our site for 60 days after the event.
- Your company will be allowed to put one piece of literature (no more than two pages) about your company into the giveaway bags. (literature must be supplied by you.)

### **Associate Sponsor—\$500 Associate Sponsors Receive:**

- Company Name on the Expo T-shirts
- Logo on event Program (Black & White)
- Logo on Expo Fliers.
- Name and logo on Expo website with a direct link to your business.
- Name and logo on Expo brochure.

### **Business Sponsor—\$250 Business Sponsors Receive:**

- Name on Expo T-shirts
- Name on event program
- Name on Expo website
- Name on Expo Fliers
- Name on Expo Brochure

### **Friends of Expo Sponsor—\$50 Friends of Expo Sponsors Receive:**

- Name on event program

Franklin Baptist Association Presents on March 25,26,27, 2011

## **Truth and the Outdoors**

For further sponsor information contact one of the following Sponsorship Committee members:

**Rick Thomas**, at 636-629-5059 or e-mail: [truthandtheoutdoors@yhti.net](mailto:truthandtheoutdoors@yhti.net)

**Mark Bay**, at 314-808-2783 or e-mail: [mkmgbay@sbcglobal.net](mailto:mkmgbay@sbcglobal.net)

*Please cut here and return with your Sponsorship Donation*

Thank you for deciding to become a "Truth" and the Outdoors Sponsor! Your commitment to this ministry is greatly appreciated. To make sure that we are able to process your sponsorship, please mail this form back to #5 North Frisco, St. Clair, MO 63077 or e-mail the following information to [truthandtheoutdoors@yhti.net](mailto:truthandtheoutdoors@yhti.net)



Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_ A copy of your Company Logo

E-mail \_\_\_\_\_ Phone #1 ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

*Please indicate the level of Sponsorship by circling: **Heritage, Corporate, Associate, Business, or Friend of the Expo.***

If you wish to donate a different monetary amount other than one that is listed above, please indicate that amount here. \$ \_\_\_\_\_

We will place you in the highest Sponsorship level that your donation qualifies for. Example: a \$400 donation qualifies for the Business Sponsorship Level. Sponsors are also able to mix monetary donations with one of the following product donations listed below. An example of this would be a compound bow valued at \$1200.00 and a \$1300.00 monetary donation would qualify for the Heritage Sponsorship.

**Don't forget that we are a non-profit organization, so all donations are fully Tax Deductable!**

Example of product donations:

Door prizes and/or silent auction items

Guided Fishing or Hunting Trip

Donation of product, equipment and/or services

Advertising and promotion