



Why become a restaurant sponsor?

After finishing our extremely successful 51st Tulsa Boat & Travel Show, we invite you to join us as we plan the 2008 Tulsa Boat, Sport & Travel Show. As a restaurant sponsor, you will be announcing to 60,000 attendees and the rest of the surrounding area that you are aligned with their values and interests – family and fun.

With a Tulsa Boat, Sport & Travel Show sponsorship, you are reaching a high-income, clearly-defined audience. You are connecting with the community in an event that will be talked about and remembered. And you are utilizing a powerful relationship and positioning vehicle that can help meet specific marketing goals and support sales objectives.

Reach target markets. Increase the awareness of your restaurant. Build your image. Become a sponsor of the Tulsa Boat, Sport & Travel Show.

Generate Benefits

We make a significant investment into print advertising, signage and discount tickets. In exchange for your restaurant providing food to a minimum of 500 guests, more than 6,000 visitors during your sponsorship will have the opportunity to sample your menu and take home restaurant literature and coupons. Your sponsorship is a perfect setting in which to showcase a specialty item or launch a new culinary delight.

Become Involved in the Community

The goal of the Tulsa Boat, Sport & Travel Show is not only to produce a quality show with the largest selection, but also to use our profits to support deserving programs throughout the Tulsa area. Over the course of our relationship with the Lions Club, the show has raised more than \$375,000 for the support of this worthy organization.

The Tulsa Boat, Sport & Travel Show provides unparalleled recreation and entertainment experiences for the Tulsa area and makes an immediate and lasting impact on the city's economic development. The show is a magnet for increased tourism and attracts local, regional and national attention to Tulsa with an economic impact measured in the millions of dollars.

The show is an ideal tool to compliment the marketing, public relations and community service goals of your restaurant.

Sponsorship Objectives

The Tulsa Boat, Sport & Travel Show wants to make sure you receive the most recognition possible for your sponsorship. We will do our best to leverage your sponsorship in a manner that enhances your restaurant's brand, reputation, image and bottom-line results. After 50 years of operating the Tulsa Boat, Sport & Travel Show, we have the experience and knowledge necessary to do the job right. You can rest assured that this year's show will be no different – well run, well publicized, well attended and well worth your sponsorship investment.

VIP NIGHT
PARTICIPATING RESTAURANT SPONSORSHIP

VIP Night is an invitation-only event extended to guests of show exhibitors. Historically, this evening has drawn more than 6,000 people who just can't wait for the show to get started. Now in its seventh year, this event will feature cuisine from numerous Tulsa-area restaurants.

In exchange for providing food to a minimum of 500 guests, each restaurant's sponsorship is free of charge. The Tulsa Boat, Sport & Travel Show is responsible for supplying complimentary beverages. Located at the Quik Trip Expo Center, all who attend will have the opportunity to sample your menu and see the prominent display of your advertising in conjunction with the show's most prestigious guest list.

SPONSORSHIP TITLE

The sponsor will be featured as a "Restaurant Co-Sponsor of the 2008 Tulsa Boat, Sport & Travel Show."

Sponsorship includes:
Promotion in all media vehicles as:

VIP NIGHT
Co-Sponsored by Your Restaurant,
And Other Tulsa Area Restaurants"

SPONSORSHIP BENEFITS

The sponsorship entitles sponsor to the following benefits (estimated values are noted):

Company listed as Restaurant Sponsor of VIP Night in show ad placed in print media	\$1,800
Discount invitations to VIP Night (100)	\$800
Sponsor will be promoted in show press releases and earned media	
One table (8' X 3') and floor space for duration of VIP Night	\$30
Restaurant signage (2' X 3') displayed in QuikTrip Expo Center for duration of VIP Night	\$100
Restaurant name placed on signage at entrances promoting VIP Night	\$480
Restaurant name placed on the official 2008 show Web site	\$100
Ten complimentary passes to the Boat Show	\$70
Four restaurant server passes	\$28
Two exhibitor passes and two parking passes for show	\$40
Unlimited literature / sample distribution during VIP Night	
Use of the Tulsa Boat, Sport & Travel Show logo and name	
Beverage costs for VIP Night	\$6,100
Total Estimated Value:	\$9,548

PARTICIPATING RESTAURANT GUIDELINES

Thank you so much for your participation in this year's Tulsa Boat, Sport & Travel Show. Enclosed please find all information and tickets needed for your restaurant regarding VIP Night on Monday, Jan. 28, 2008, at the QuikTrip Center.

1. MOVE-IN

Participating restaurant may move in and set up booth after 3 p.m. on Monday, Jan. 28. Please use the overhead door in the middle of the south side of the QuikTrip Center, just east of the Golden Driller.

2. FOOD

Restaurant should come prepared with all food items ready to serve – unless prior arrangements have been made for on-site cooking. Please plan on serving a minimum of 500 guests with appetizer-size portions. The Tulsa Boat, Sport & Travel Show will provide all beverages. Do not serve drinks of any kind.

3. BOOTH

The following items are provided by the Tulsa Boat, Sport & Travel Show:

- One 8' x 3' table with tablecloth and skirting; additional table available upon request
- Identifying signage
- Plates, napkins, forks or spoons for service of your item(s)

Restaurant may provide the following optional items:

- Restaurant tablecloths and decorations
- Restaurant napkins and plates
- Restaurant menus, coupons, literature, etc.

4. SET-UP & BREAKDOWN

Restaurant will be responsible for set-up and breakdown. Restaurants must be ready to serve by 6p.m. Breakdown should not begin until 9p.m. When your food is gone, please leave your tables arranged in an attractive manner and enjoy the show. Use of restaurant literature is recommended.

5. DECORATIONS (boat, sport or travel motif is encouraged)

Restaurant is encouraged to use tabletop decorations to complement food presentation.

6. STAFF

Restaurant will provide personnel for all food handling. Service staff should be appropriately attired. Restaurant t-shirts are acceptable.

7. PARKING

Parking for restaurant staff is available in the VIP lot on the southwest corner of the QuikTrip Center at Expo Center. Two parking passes will be included in your acceptance packet.

8. ADDITIONAL INFORMATION

Please contact Jen Clark, 918.599.0029 for additional information or with any questions.

PARTICIPATING RESTAURANT AGREEMENT

To receive maximum benefit for your sponsorship, please return agreement as soon as possible.

RESTAURANT NAME: _____

ADDRESS: _____ ZIP: _____

CONTACT: _____ DAYTIME PHONE: _____

E-MAIL: _____ FAX NUMBER: _____

SIGNATURE: _____

I agree to prepare servings of the following items for a minimum of 500 guests: (check all that apply)

- Appetizer
- Salad
- Soup
- Dessert
- Entrée
- Other

Menu Item: _____

How would you like the restaurant name listed in publicity and on-site signage?

Electricity is limited. Please plan to bring your own emergency energy source. If electricity is absolutely necessary, please specify amps needed: _____.

Do you need an additional table? Please circle: YES NO

Questions? Call Jen Clark, 918.599.0029

Return this form to: Tulsa Boat, Sport & Travel Show
 C/O Rex Public Relations
 401 S. Boston Ave., Suite 2300
 Tulsa, OK 74103
 FAX: (918) 599-0039

2007 PARTICIPATING RESTAURANTS

- 5 & Diner Restaurant
- Beachwood's located in the Radisson Hotel
- Cabin Creek Vineyards & Winery
- Catering Kitchen at Camp Loughridge
- Cardigans
- Caz's Chowhouse
- Charleston's
- Cowboy Sharkies
- Deer Creek Vineyard
- Fish Daddy's Seafood Grill
- Full Moon Café
- Gina & Guiseppe's Italian Ristorante
- Grape Ranch
- Ham It Up
- Hebert's Specialty Meats
- Hooters of Tulsa
- Jazmo'z Bourbon Street Café
- Johnny Carino's
- Krispy Kreme
- Maggie Moo's Ice Cream Treatry
- McAlister's Deli
- More Than Noodles
- Oklahoma Aquarium Caterers
- Nuyaka Creek Winery
- Pass Your Plate Tulsa
- Pass Your Plate Owasso
- Red Robin Gourmet Burgers
- Rib Crib
- Runt's BBQ
- Stone Bluff Cellars
- Super Suppers Owasso
- Te Kei's
- Ted's Café Escondido
- The Full Cup Café
- Tidal School Vineyards