



Tioughnioga Volunteer Fire Department
PO Box 278, DeRuyter, NY 13052

Established 1855

**Advertising
Opportunity!**

May 2021

The DeRuyter Volunteer Fire Department is excited to provide you with the opportunity to become a sponsor at our DeRuyter Firemen's Truck and Tractor Pull, one of our major fundraising endeavors. Like many others, the Fire Department's usual fundraising activities in 2020 were cancelled due to the pandemic. Our pulls draw community members from across Central New York who are potential customers for your business. We are very much aware that COVID may have had an adverse impact on your business and sincerely appreciate your consideration of one of our sponsorship levels. It is through the generous support of businesses such as yours that we are able to continue our important work in the DeRuyter community.

If you choose to sponsor the Truck and Tractor Pull, a donation of \$200 will:

- Support the prize money for pull winners
- Give you free general admission for 2 persons
- Allow you to post a banner at the Truck and Tractor Pull
- Your business will be listed as a class sponsor on Facebook and our website (www.deruyterfiremensfair.com) with a link to your business website
- Provide 3 announcements of an advertisement of your creation (maximum of one paragraph) to be read during the competition

If you choose to sponsor the Truck and Tractor Pull, a donation of \$400 will:

- Support the prize money for pull winners
- Give you free pit passes for 4 persons
- Allow you to post a banner at the Truck and Tractor Pull
- Your business will be listed as a class sponsor on Facebook and our website (www.deruyterfiremensfair.com) with a link to your business website
- Provide 3 announcements of an advertisement of your creation (maximum of one paragraph) to be read during the competition
- Provide an opportunity to personally promote your business over the public address system during the competition
- Provide you with a designated area on the fairgrounds to display your business-related items (vehicles, farm supplies, custom truck accessories, printed materials for distribution, etc.)

The DeRuyter Firemen's Fair Truck and Tractor Pull will be held on Saturday, June 5, 2021 at the DeRuyter Firemen's Fairgrounds. If you are interested in our event sponsorship, please make checks payable to DeRuyter Fire Department and mail to PO Box 278, DeRuyter, NY. 13052 no later than May 14, 2021. The DeRuyter Fire Department is a 501(c)3 tax-deductible organization. If you have any questions or concerns, please contact Sandy Wilcox at 315.396.2480.

Thank you for your consideration of this sponsorship opportunity. All profit from the event will go directly toward purchasing new fire equipment for the DeRuyter Volunteer Fire Department.