

2014 TxSWANA ROAD-E-O

EL PASO

JUNE 21

Sponsorship Packet

2014 TxSWANA Road-E-O
sponsored by City of El Paso



ENVIRONMENTAL SERVICES DEPARTMENT

What is the Texas Solid Waste Association of North America (TxSWANA) Road-E-O?

The TxSWANA Road-E-O is a highly anticipated annual competition for top **truck driving, equipment operating, and mechanic** honors between representatives of solid waste management organizations, private and public waste sector companies, and other organizations.

Winners of city SWANA Road-E-Os all over Texas descend on the state competition to go head-to-head and settle one question:



Who is the **BEST** of the **BEST**?

As the host of the 2014 state Road-E-O on June 21, the **City of El Paso Environmental Services Department** is pleased to offer you and your company a TxSWANA Road-E-O sponsorship slot.

It's a unique opportunity to give your company a "a boot up" on your competition.

As a sponsor, you will be given
the opportunity to:



- Showcase your company's name directly to solid waste management decision makers from across Texas
- Show your support for TxSWANA and its commitment to safety and excellence within the industry

Please review the attached information and registration form to help you decide which level of sponsorship suits your company's needs, and lasso your 2014 TxSWANA State Road-E-O sponsorship today!

2014
TxSWANA 
ROAD-E-O
 EL PASO

SATURDAY, JUNE 21
EL PASO COUNTY COLISEUM

 EVENTS

Truck Competition
Landfill Equipment Competition
Landfill/Truck Mechanics Competition



For more info, visit elpasotexas.gov/environmental-services,
or call Jesus Yamaguchi at (915) 621-6706,
or Cristian Benitez at (915) 851-4072.

Sponsorship Levels

CATTLE BARON - \$5,000 or more

- Company name/logo on event t-shirt
- 6 tickets to awards banquet, name in program
- Booth/exhibit and/or equipment space at Road-E-O event
- Name/logo on sponsorship poster at Road-E-O event
- Name/logo in registration brochure
- Name/logo on City of El Paso ESD website
- Company literature in participant info bags

TRAIL BOSS - \$4,000

- Company name/logo on event t-shirt
- 4 tickets to awards banquet, name in program
- Booth/exhibit and/or equipment space at Road-E-O event
- Name/logo on sponsorship poster at Road-E-O event
- Name/logo on City of El Paso ESD website
- Name/logo in registration brochure
- Company literature in participant info bags

MAVERICK - \$3,000

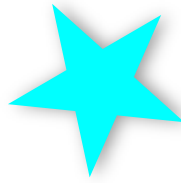
- Company name/logo on event t-shirt
- 2 tickets to awards banquet, name in program
- Name/logo on sponsorship poster at Road-E-O event
- Name/logo in registration brochure
- Company literature in participant info bags

WRANGLER - \$2,000

- Company name/logo on event t-shirt
- Name/logo on sponsorship poster at Road-E-O event
- Name/Logo in registration brochure

DAY RIDER - \$1,000 or less

- Name/logo on sponsorship poster at Road-E-O event



Sponsorship Advertising

Logo/Ad Format

If your sponsorship includes an ad or use of your company logo, please submit your files in the following format:

Logo for Print: High resolution, vector format (either EPS or AI)

Logo for Web: Electronic format with link to your corporate website

Ad: High resolution (no less than 300 dpi), electronic format in size below that corresponds to sponsorship level

Ad Sizes

Full Page	5"w X 8"h
Half Page	5"w X 3.875"h
Quarter Page	2.475"w X 3.875"h

Deadlines

Ads and logos for print must be emailed to yamaguchij@elpasotexas.gov or benitezca@elpasotexas.gov no later than **March 1**.

Logos for web will be added to elpasotexas.gov/environmental-services when they are received.

Questions

Email questions about ads or logo submissions to Jesus Yamaguchi or Cristian Benitez at the emails listed above.

For questions about sponsorship registrations or payments, email Alfredo Chavez at ChavezAX@elpasotexas.gov, or call him at (915) 621-6737.

Sponsorship Registration Form

Thank you in advance for your support of the solid waste management professionals who make our communities cleaner, safer places to live! With your sponsorship, the TxSWANA State Road-E-O will be able to foster the spirit of competition and goodwill, while promoting professionalism and safety.

Please complete the form below and return no later than January 31.

Date: _____

I would like the following sponsorship level:

<input type="checkbox"/> CATTLE BARON (\$5,000 +)	<input type="checkbox"/> TRAIL BOSS (\$4,000)	<input type="checkbox"/> MAVERICK (\$3,000)
<input type="checkbox"/> WRANGLER (\$2,000)	<input type="checkbox"/> DAY RIDER (\$1,000)	<input type="checkbox"/> OTHER Amt: _____

Event sponsorship preference:

<input type="checkbox"/> Breakfast	<input type="checkbox"/> Lunch	<input type="checkbox"/> Social Event	<input type="checkbox"/> Other
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Company Name: _____

Address: _____

City/State: _____ Zip Code: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

Payment is due within 30 days of reservation. Sorry, no refunds for cancellations.



Make checks payable to TxSWANA, and mail to:

City of El Paso Environmental Services Dept.
Attn: Alfredo Chavez
7968 San Paulo Dr
El Paso, TX 79907