



SPONSORSHIP PACKET

SATURDAY, OCTOBER 15TH
COHEN ENTERTAINMENT DISTRICT
9700 Gateway N Blvd.
El Paso, Texas 79924





WHAT IS THE SOLID WASTE ASSOCIATION OF NORTH AMERICA (SWANA) INTERNATIONAL ROAD-E-O?

The SWANA International 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 the nation meet at this competition to go head-to-head and settle one question:

WHO IS THE BEST OF THE BEST?

As host of the 2022 SWANA International Road-E-O on October 15th, the City of El Paso Environmental Services Department is pleased to offer you and your company a sponsorship slot.

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 and North America
- Show your support for SWANA 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 fits your company's needs.



2022 SWANA INTERNATIONAL ROAD-E-O

SATURDAY, OCTOBER 15TH
COHEN STADIUM
9700 Gateway N Blvd.
El Paso, Texas 79924

EVENTS

Friday October 14th

8am and 10am – Landfill Tour
(Tour to last approximately 1.5 hours)
11am to 1pm – TXSWANA Board Meeting
(Embassy Suites, 6100 Gateway Blvd E
El Paso, TX 79905)
Noon – Registration Starts
1pm to 3pm – Safety and Ethics Training
3pm to 4pm – Judges Meeting
4pm to 5pm – Competitor Meeting
6pm to 9pm – Heil Networking Event/Dinner

Saturday October 15th

5am to 7am – Continental Breakfast
6am to 7am – Late Registration (Embassy Suites)
6:30am – Busses Leave to Competition (Embassy Suites)
7:30am – Course Walkthrough
8:00am – Competition Starts
Noon – Estimated Completion
Noon to 2pm – Lunch (Barba Q.)

Conclusion of competition busses return to the Embassy Suites

5:30pm – Busses to Awards Assembly
6pm to 9pm – Awards Assembly/Dinner
Painted Dunes Desert Golf Course
12000 McCombs St, El Paso, TX 79934

FOR MORE INFORMATION:

txswana.org/Rodeo or call
Jesus Yamaguchi - (915) 212-6205
Nicholas Ybarra - (915) 212-6025

2022 SWANA INTERNATIONAL ROAD-E-O SPONSORSHIP LEVELS

FRANKLIN MOUNTAIN - \$10,000 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 TxSWANA website
- Company literature in participant info bags

SUN CITY - \$5,000

- 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 TxSWANA website
- Name/logo in registration brochure
- Company literature in participant info bags

MISSION TRIAL - \$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

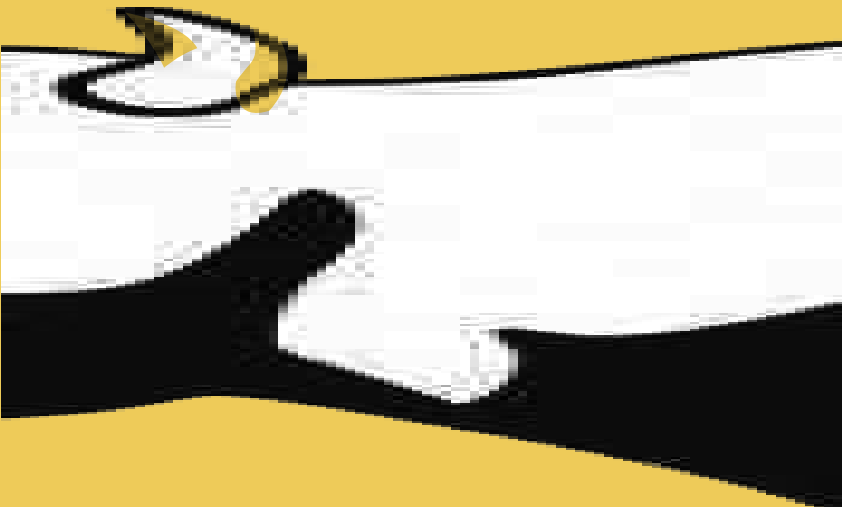
COTTON PATCH - \$2,000

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

DESERT POPPY - \$1,000

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



A stylized, pixelated graphic of a wave in white and black, set against a yellow background.

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 no later than August 12, 2022 to: yamaguchij@elpasotexas.gov or ybarraNN@elpasotexas.gov

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

For questions about sponsorship registrations or payments email Jesus Yamaguchi at YamaguchiJ@elpasotexas.gov or call him at (915) 212-6205.

2022 SWANA INTERNATIONAL ROAD-E-O

Presented by the Lone Star Chapter
City of El Paso
Saturday, October 15, 2022

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! Your sponsorship allows the SWANA International Road-E-O to foster the spirit of competition and goodwill while promoting professionalism and safety.

PLEASE COMPLETE THE FORM BELOW AND RETURN NO LATER THAN July 29, 2022

DATE: _____

I WOULD LIKE THE FOLLOWING SPONSORSHIP LEVEL:

☐ FRANKLIN MOUNTAIN \$10,000 or more	☐ SUN CITY \$5,000	☐ MISSION TRIAL \$3,000
☐ COTTON PATCH \$2,000	☐ DESERT POPPY \$1,000	☐ OTHER \$ _____

EVENT SPONSORSHIP PREFERENCE:

☐ BREAKFAST	☐ LUNCH	☐ SOCIAL EVENT	☐ OTHER
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Company Name: _____

Address: _____

City/State: _____ Zip Code: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT IS DUE WITHIN 30 DAYS OF REGISTRATION. SORRY, NO REFUNDS FOR CANCELLATIONS.

Make checks payable to TXSWANA c/o Nicholas Ybarra and mail to:
City of El Paso Environmental Services Department
Attn: _Nicholas Ybarra
7968 San Paulo Dr.
El Paso, TX 79907