

# Promoting the SMT Extravaganza

***Static display of the Monster Trucks at schools, malls and motorsporting events are our best bet at the moment until we start the tour.***

The benefits of this are no or low cost advertising by way of handing out brochures which contain information about the Monster Trucks Tour of New Zealand and all sponsors. This is going to be a unique style of advertising because no other Monster Truck tour has given static displays at schools and malls in each town.

**We are going to let everybody know we're coming to a town near them before we even start the tour.**

Advertising on television could be expensive and this is where your sponsorship money will be beneficial in helping to enhance the Monster Trucks Tour.

We are going to know how successful we are by the response we've had from local supermarkets, malls, schools and many other places.

They have all expressed their interest in having one or more Monster Trucks parked at their entranceway or in their car park.

This will without doubt increase not only their sales but will be very good advertising for the Monster Trucks Spectacular which is going to be taken all around Aotearoa / New Zealand . Your sponsorship is very important to us as it will help us to take the Monster Trucks Spectacular not only to the big cities, but to the smaller towns as well. We want to be sure New Zealanders are given the opportunity to experience the enjoyment that this spectacular show has to offer. It is important to realise that this show is going to be promoted as a family outing and will give children the opportunity to experience and enjoy the Monster Trucks as much as the adults.

**In return for your sponsorship we will sign-write your logo on a panel of a Truck in your choice of color.**

**We can guarantee sponsors will be known just by the look of their panel on each truck.**

We are in the process of signing up a variety of well-known musical artists & support entertainment for the extravaganza.

We have also had considerable interest just from people we know and have spoken to about the Monster Trucks. *They have all asked:*

When it is going to be on in our own part of the country?

What is going to be shown for amusement besides the Monster Trucks?

SuperMonsterTrucks has been inundated with e-mails from all over the world with people inquiring about '**Stress Reliever**'.

*They want to know things like:*

Can they be a part of the spectacular? **YES**

Can they enter their own Trucks in the spectacular? **YES**

Will Supercharged girls be handing out pamphlets etc? **YES**

Will Music groups be performing at this spectacular truck show? **YES**

Other organisers in other countries want to know if we are going to take 'Stress Reliever' to their country? **YES**

There will be competitions for all including rides in the Monster Trucks for lucky winners. Promotional goods and merchandise will be on sale.