



City of Syracuse  
Department of Parks & Recreation

# BIG RIG DAY!

Saturday, May 19, 2018  
11:00 AM - 3:00 PM



## BRIEF OVERVIEW

For the past several years, the City's Parks Department has hosted a family event called Big Rig Day.

Trucks from city fleets and companies in the area showcase some of their trucks or other unique vehicles, and children get a chance to view them up close — climb in, around, and all over them, get behind the wheel, stand inside the bucket of a payloader, honk the horns, check out all the “bells and whistles,” and just having a great time. **We get an estimated 1,000 people that day.**

## WE'RE INVITING YOU TO JOIN US

**We would like to invite your company to join us for this year's event, slated for Sat., May 19, from 11 a.m. to 3 p.m. at Burnet Park.**

Admission for the public is free. Refreshments will be available for sale. Other activities are being planned too.

## THE DETAILS

While the event runs from 11 a.m. to 3 p.m., you would not be required to stay the entire time, if you or your representatives had other obligations.

Your company will be able to display your vehicle free of charge and display any pertinent literature you may wish.

We also need to ask that if you pick up any costs involved in your display, including staffing.

**We would like to get a certificate of liability insurance from your organization, that names the City of Syracuse as additionally insured for at least \$1 million.**

If you wish, you can bring the rig in on Friday afternoon, May 18, and pick it up Mon., May 21. We do NOT have overnight security at the park, and we cannot be held liable. Please let us know if you'd like to bring the rigs in early.

## BENEFITS TO YOU

Aside from the “good” feeling that goes with taking part in an event like this, there are some real benefits for your company:

From the **business-to-business** standpoint, this is an opportunity to meet and chat with other members from your industry, whether it be construction, trucking, or public safety, for example.

From the **business-to-consumer** standpoint, the event could be used as a job recruitment tool or a chance to provide information about your services and products to the families who attend — parents, children, grandchildren, aunts and uncles.



Three **electronic billboards** at a high-traffic/visibility area with rotating graphics, including one of your company's vehicle. These boards get more than 18,000 weekly impressions all together.

**Corporate name** in news releases and social media, as deadlines allow

**Corporate name** mentioned in on-air interviews, whether TV or radio

**Day-of coverage** by local media

**If you're able to participate, please contact:  
Britney Farmer at 315-473-4330  
bfarmer@syrgov.net**

