



C10 RED ROCK RETREAT

CLASSIC GM
TRUCK SHOW



MOAB
UTAH

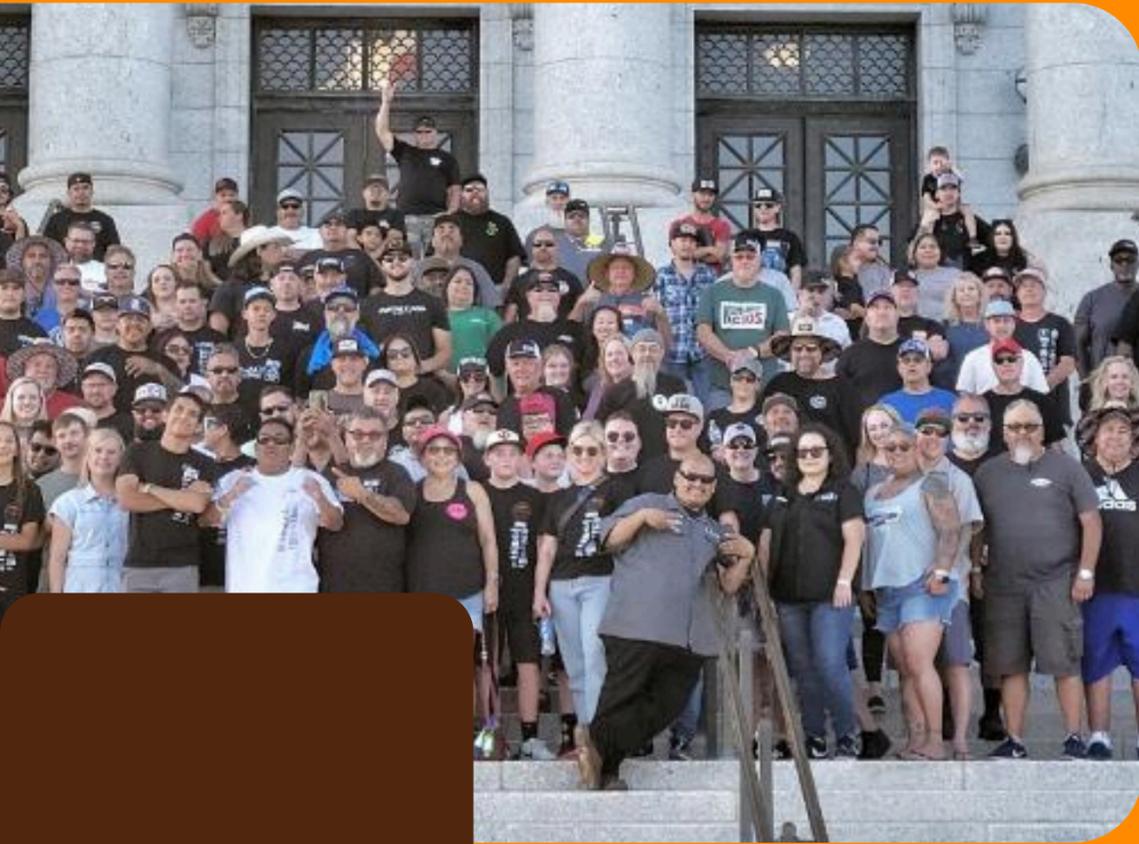


About C10 CLUB

The Trucks Are Cool But the
People Are Cooler

C10 Club is a worldwide association of Classic GM truck owners and aficionados. C10 Club was founded in 1999, and has grown rapidly in the last 25 years with the rising interest in Classic GM Trucks. C10 Club is built upon providing a family atmosphere and a strong commitment to make a difference in our local communities. Our motto is Good People, Cool Trucks, Great Times.





Who is C10 Club?

From emergency responders, and metal fabricators to attorneys and business owners, C10 Club members are like-minded individuals that come from all walks of life. Members are typically between the ages of 35 and 55, and create a very relaxed atmosphere that is fun and safe for families and people of all ages. C10 Club is family!

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Making a Difference in Utah

The Utah Chapter of C10 Club is involved with multiple different charity organizations and uses its numbers to give back to the local community.

The Road Home
Nearly \$4K in Donations

Utah Food Bank
Food Drive Donations

American Cancer Society
\$2,300 Donated in 2023

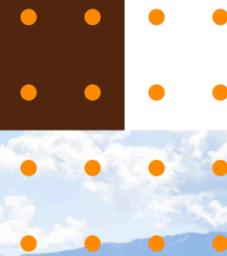
Supporting Local Businesses





What types of trucks are considered C10s?

C10 Club events are limited to fullsize Classic GM/Chevrolet Trucks and SUVs between the years 1919-1989.



Other brands of classic cars and trucks, or vehicles not meeting the criteria will be excluded from the C10 Red Rock Retreat.



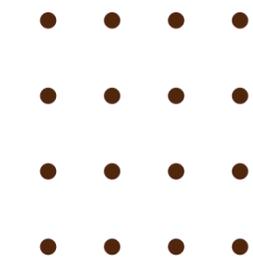
What is Idea for the C10 Red Rock Retreat?

- A Classic GM Truck event that will provide an opportunity to rest and relax in beautiful Moab.
- A family friendly, fun event with beautiful trucks for the whole community to enjoy.
- The retreat would be limited to full-size Classic GM Trucks only.
- A small registration fee would be charged to participants in order to cover the expenses related to the event.
- A large silent auction will benefit the Grand County Search and Rescue Team.
- All proceeds from the show after expenses will go directly back to the City of Moab.



Why the Grand County Search and Rescue Team?

On April 30, 2005, I fell from a cliff near Kane Creek Springs and nearly died. I was rescued by members of the Grand County Search and Rescue Team and flown to St. Mary's Hospital in Grand Junction, CO. Members of the team drove to Grand Junction to follow-up, and met with my parents to comfort them. The Grand County Search and Rescue team ended up waiving their bill for my rescue, and it is time to give back!

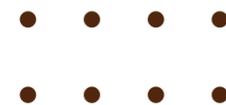


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What would the C10 Red Rock Retreat Look Like?

- Laid-back and relaxed, retreat vibe.
- We estimate first year attendance between 75-200 Classic GM Trucks..
- The pavilion would be used to host a large silent auction, and local musicians playing relaxing acoustic/country sounds.
- Extra trash receptacles, as well as portable restrooms will be placed throughout the park.
- Volunteer Staff will patrol the park throughout the day to pick up trash and monitor for unsafe activity.
- Alcohol will not be sold or permitted at the show.



Vendors

- A space around the outer edge of the park would be used for C10 Community Vendors, as well as Local Artists, Local Food Trucks, and Local Businesses.
- No vendor charge for any local vendor or business.
- Free vendor spaces for C10 Community Vendors who donate to the silent auction.
- All vendors would be required to obtain proper licenses in accordance with the city.



Our Goal is to give back to the local community and economy by bringing the C10 Community to Moab!



Community Partners

C10 Club has been putting on shows all across the country for the last 25 years. We have years of combined experience marketing and executing events that have created strong partnerships with local communities. We know how to hold a successful event that gives back to the local community and contributes to local economy.



Chevrolet



Summary

- C10 Club is a family oriented group of Classic GM Truck lovers.
- Our goal with the Red Rock Retreat is to give back to the Moab community.
- The event would be fun for the entire community.
- The event would draw people from all over the United States.
- The event would showcase the beauty and multiple recreational opportunities of the Moab area.
- All proceeds for the event will go directly back into the Moab community.

