

# **Sponsorship Opportunities**

## **The 14th Annual “Cruisin’ Back to the 50’s” Car Show Saturday, May 14, 2017**

**Increase your business visibility!**

**Help the community at the same time!**

The Exchange Club of Culver City is seeking sponsors for the 14th Annual “Cruisin’ Back to the 50’s” Car Show. Get great exposure to a great market and receive the benefits of an image-building partnership with an active local non-profit. Last year’s event received excellent regional media coverage; your opportunity this year is even better. Positive name association will follow for all of our sponsors.

### **Marketing & Promotional Plan:**

- **2500 flyers walked, mailed and handed out in local newspapers and supermarkets.**
- **Posters in local business and civic buildings.**
- **Street Banners announcing the event.**
- **Advertising and articles in the local community newspapers.**
- **Announcements at Churches, Chambers of Commerce, Televised City Council Meeting, and schools.**
- **Extensive email campaign.**

Annual sponsorships are offered at the following levels:

	<b><u>Mighty Muscle</u></b> <b>\$20000</b>	<b><u>Deuce Coupe</u></b> <b>\$10000</b>	<b><u>GTO</u></b> <b>\$7000</b>	<b><u>Little Red Corvette</u></b> <b>\$5000</b>	<b><u>Bug</u></b> <b>\$2500</b>
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Banner on Main Stage & Editorial Coverage	✓				
Company Name on Trophies	✓				
Acknowledgment by stage MC throughout the Car Show & booth space to display product/vehicles*	✓ 60 x10 display space included	✓ 40x10 display space included	✓ 30x10 display space included	✓ 20x10 display space included	✓ 10x10 display space included
Name & Logo on signs and banners, Acknowledgment by Stage MC	✓	✓	✓	✓	
Acknowledgment in articles and newsletters**	✓	✓	✓		
Name & Logo on print advertising	✓	✓	✓	✓	
Name & Logo on website	✓	✓	✓	✓	
Name & Logo on print advertising	✓	✓	✓	✓	✓
Name association with a positive community event – Priceless!	✓	✓	✓	✓	✓

\* Booth space does not include table, chairs or canopy

\*\*Size and placement of sponsor name and logo are commensurate with sponsorship level.

A portion of the sponsorship donation is 501 C3 tax-deductible. You will be sent a letter for your IRS filings.

Please contact Jeff Cooper at 310-344-8033 for more information.