

Sponsorship Opportunities

The 15th Annual “Cruisin’ Back to the 50’s” Car Show Saturday, May 12, 2018

Increase your business visibility!

Help the community at the same time!

The Exchange Club of Culver City is seeking sponsors for the 15th Annual George Barris “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’s 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:

| | <u>Mighty</u> <u>Muscle</u> \$20000 | <u>Deuce</u> <u>Coupe</u> \$10000 | <u>GTO</u> \$7000 | <u>Little</u> <u>Red</u> <u>Corvette</u> \$5000 | <u>Bug</u> \$2500 |
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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.