

# CLASSIC CAR SHOW

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The Classic Car Show benefiting CEF is an great family event reaching car enthusiasts across the region while supporting a worthy cause. Car lovers register to show their vehicles for a chance to win cash prizes. Families can spend the afternoon perusing the many varieties of cars while enjoying music, food, activities, and visiting vendors.



## SPONSORSHIP OPPORTUNITIES

### Best-in-Show Presenting Sponsor: \$10,000

- Company listed as the Presenting Sponsor
- Recognition as the Presenting Sponsor in event announcement news release
- Identification as Presenting Sponsor in all media relations activities leading up to the event
- Inclusion as Presenting Sponsor in all news materials, including official event news release, advisories, PSA, etc.
- Sponsorship listing and/or logo on Collierville Education Foundation website and Classic Car Show landing pages
- Seven car show entries
- Company logo and/or name on all pre-event communication – e-blasts, fliers and printed materials, advertisements, etc.
- Special recognition throughout the day and at the conclusion of the event
- Opportunity for microphone time throughout the event
- Participate in award/prize presentations
- Prominent company logo placement on media
- Prominent logo placement in day-of-event signage
- Naming of two car lanes
- Recognition on social media graphics including event cover photos and five social media boosted posts
- Ability to distribute product samples, coupons or fliers in each participant's packet
- Day-of-event space to promote company/services

### High Performance Sponsor: \$7,500

- Identification as sponsor in all news materials, including official event news release, advisories, PSA, etc.
- Prominent placement of sponsorship name and/or logo on Collierville Education Foundation Car Show landing page and Classic Car Show landing page
- Company logo and/or name on all pre-event communication – e-blasts, fliers and printed materials, advertisements, etc.
- Special recognition at Car Show
- Five car show entries
- Logo placement on day-of-event signage
- Day-of-event booth space (2 - 10' x 10' spaces) to promote company/services
- Naming of one car lane
- Ability to distribute product samples, coupons or fliers in each participant's packet
- Recognition in three social media boosted posts

### Vintage Sponsor: \$5,000

- Identification as sponsor in all news materials, including official event news release, advisories, PSA, etc.
- Prominent placement of sponsorship listing and/or logo on Collierville Education Foundation Car Show landing page and Classic Car Show landing page
- Company logo and/or name on all pre-event communication - e-blasts, fliers and printed materials, advertisements, etc.
- Three car show entries
- Logo placement on day-of-event signage
- Day-of-event booth space (10' X 10') to promote company/services
- Naming of one car lane
- Ability to distribute product samples, coupons or fliers in each participant's packet
- Recognition in three social media boosted posts

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## Muscle Sponsor: \$2,500

- Sponsorship listing and/or logo on Classic Car Show landing page
- Company logo and/or name on all pre-event communication – e-blasts, fliers and printed materials, advertisements, etc.
- Two entries for the Car Show
- Logo placement on day-of-event signage
- Day-of-event booth space (10' x 10')
- Ability to distribute product samples, coupons or fliers in each participant's packet
- Recognition in one social media boosted post

## Lil' Deuce Coupe Sponsor: \$1,000

- Sponsorship listing and/or logo on Classic Car Show landing page
- Business name on all pre-event communication – e-blasts, fliers and printed materials, advertisements, etc.
- Signage at Kids Zone
- Recognition in a shared sponsorship boosted post on social media
- Participatory Opportunities

## Chrome Vendor Booths: \$100; 10% of sales for nonprofits (not to exceed \$50)

- Day-of-event booth space to promote company/services
- All supplies (tables, chairs, tent, etc.) must be supplied by the vendor.
- Company included in a booth listing on Classic Car Show landing page and in a post on the event Facebook page
- Table coverings, signage, tent and other needs must be provided by the vendor

## Leadfoot Food Trucks: \$100 (based on single space)

- Food truck will be included in a food truck listing on CEF Car Show landing page, in a post on the event Facebook page and in media relations materials as space permits.
- **Any permits required to operate are the responsibility of the vendor and must be secured prior to the event.**

## Motorhead Packet Sponsor:

- \$50 for quarter sheet inclusion in all participant packets
- \$75 for half-sheet inclusion in all participant packets
- \$100 for full sheet inclusion in all participant packets
- FREE for branded freebie inclusion in all participant packets
- Sponsor is responsible for supplying the printed materials
- **All materials must be approved. Any materials that have not been approved will not be included in participant packets and refunds will not be given.**

