



# Cadillac Lakes Cruise & Car Show

## Sponsor Opportunities

June 8-9, 2019

Deadline (DL) for maximum exposure of all sponsorships are noted, the earlier the better. All Sponsors will be publicized/shared at least once on our Facebook page.

### **BRONZE LEVEL - \$200.00**

**DL: May 1**

At the "Bronze level", the sponsor is granted:

- the company name will appear in script, under the "Bronze Sponsor" heading on the back of the t-shirt (500 printed), and Business name listed with link on website

### **SILVER LEVEL - \$500.00**

**DL: April 12**

At the "Silver level", the sponsor is granted the opportunities of the "Bronze level" plus:

- Logo on the website with link, FB event co-hosting & social shares
- Logo on event agenda – available on-line and during event, printing 2,000+
- a Trophy to be given away by someone from your staff on stage Sunday during awards (*required to cast ballot by 1pm Sunday, have someone present at 3pm awards ceremony*)

### **GOLD LEVEL - \$2,500.00**

**DL: March 15**

At the "Gold level", all of the above applies, plus:

- Your companies 10x10 booth at your choice of Saturday in the park, or Sunday within the limits of the show on Mitchell Street.
- The company logo will appear on the website (with link), on facebook page, and printed material.
- The company logo will appear in large print on the back of the tee-shirts
- Access to the event car registration list after the event

### **PLATINUM LEVEL - \$5,000.00**

**DL: February 15**

At the "Platinum level", all of the above applies, plus:

- the sponsor's name and company logo is given top billing and the largest print
- The Company logo will appear predominately on the TV advertisement, near the top of the back of tee-shirt and on the web site with a link, and additionally on the dash number of every registered car.
- 'Platinum level' sponsors will be given PSA, Emcee and Award presentation opportunities pre and post event, plus during Saturday and Sunday events
- Custom Trophies, up to 5, available to be given away at Sunday event
- Ensures exclusivity in your business industry category
- Access to the event raffle sales list after the event

### **People's Choice Award Sponsor (Sunday) -**

**\$500.00**

**AVAILABLE: 1**

Be the Title Sponsor of the People's Choice Trophy. Sponsor receives a copy of the ballot database with attendee e-mails, last year over 500 cast votes at 3 locations throughout the event on Sunday.

### **Lakes Cruise Sponsor (Saturday) -**

**\$500.00**

**SOLD**

Sponsorship of event, signage or other along route. Title sponsor of cruise, logo on website, printed material, registration list, provide LEAD vehicle in cruise, and additional Cruise support. One Trophy to be given out.



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**Shoreline Show & Shine Sponsor (Saturday) -** **\$1,000.00** **AVAILABLE: 2**

Sponsorship of Shoreline Show & Shine, logo on website/link, event print material, banners on-site, etc.

**Motorcycle Show Sponsor (Sunday) -** **\$1,000.00** **AVAILABLE: 2**

Sponsorship of Motorcycle Show, logo on website/link, event print material, 3 Motorcycle Specific Trophies to be given away by Sponsor – Sponsors Choice, company banners on-site, etc.

**Information & Merchandise Tent Sponsor (Thurs - Sun) –** **\$1,000.00** **AVAILABLE: 1**

Title sponsor of tent, banner at tent/booth both Saturday & Sunday, logo on website/link, print material, etc.

**Entertainment/Stage Sponsor –** **\$1,500.00** **AVAILABLE: 2**

Title sponsor of Entertainment Saturday in the City Park, and Sunday at Harris/Mitchell, logo on website, printed material, etc. Bands & sound coordinated by committee.

**Door Prize Sponsor-** **must be of \$50+ value**

Business name listed on website, tagged in social media, and announced during event. All Door Prizes are given out on Saturday at 4pm, must be present to win.

### **GENERAL RULES**

In most cases, sponsor levels can be a combination of cash, cash plus in-kind services, or in-kind services, agreed to at the time of application. **Payment must be received prior to Deadline dates indicated.** If payment is received after that date, there will be no guarantee that the sponsors information will appear on any of the 'Back to the Bricks' promotional material.

*Sponsors may be given permission to use the 'Cadillac Lakes Cruise & Car Show' logo from the Committee. In all cases, 'Use of the event logo remains the sole decision of the event committee.' All media advertisements shall be submitted for final review prior to permission being granted for use by all sponsors desiring to use the event logo or any facsimile of the event logo'. In the case that a sponsor will be marketing any given item with the event logo, a 20% commission of gross profit will be assessed on each item sold.*

*\*Items noted are not in addition to previous ad space, but an upgrade of size of ad*



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Yes, please sign us up for the following Sponsorship (*check your sponsorship and write in the amount below*):

- Bronze: \$200.00 (deadline May 1)
- Silver: \$800.00 (deadline May 1)
- Gold: \$2,500.00 (deadline April 1)
- Platinum: \$5,000.00 (deadline March 1)
- People’s Choice Award Sponsor (Sunday) - \$500.00 AVAILABLE: 1
- Shoreline Show & Shine Sponsor (Saturday) - \$1,000.00 AVAILABLE: 1
- Information & Merchandise Tent Sponsor – \$1,000.00 AVAILABLE: 1
- Entertainment/Stage Sponsor – \$1,500.00 AVAILABLE: 2
- Door Prize: must be of \$50+ value
- Other: \_\_\_\_\_ \$\_\_\_\_\_ .00

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

*If Door Prize – please submit this form prior to May 1, and drop items off to our downtown office by June 3 or earlier (earlier will get photo of donation posted to FB Page)*

Please indicate your payment option:

- Check is enclosed (make payable by appropriate deadline):  
Downtown Cadillac Association, Att: Lakes Cruise, 201 N. Mitchell Street, Suite 102, Cadillac, MI 49601
- Please send us an invoice (please fax this form to 231-779-5933)

*Cadillac Lakes Cruise & Car Show is being organized by the Downtown Cadillac Association a 501C6, additional donation information can be obtained by e-mailing your request to [joyvandrie@gmail.com](mailto:joyvandrie@gmail.com)*

*\*Cadillac Lakes Cruise & Car Show is formerly known as Back to the Bricks 2015-2018*

*Event information will be listed on:*

[www.cadillacmichigan.com](http://www.cadillacmichigan.com) [www.cadillaclakescruise.org](http://www.cadillaclakescruise.org) [www.downtowncadillac.com](http://www.downtowncadillac.com)  
[www.facebook.com/visitcadillac](https://www.facebook.com/visitcadillac) [www.facebook.com/cadillaclakescruise](https://www.facebook.com/cadillaclakescruise)

**Thank you for your support!**

**We look forward to helping you get your business in front of  
4,000- 6,000 attendees each day!**