



PARTNERSHIP PACKAGE

SATURDAY, JUNE 15, 2024
GULL LAKE ROTARY PARK

The Gravenhurst Chamber of Commerce is proud to present the 31st Annual Gravenhurst Car Show! Established in 1994, the Car Show has become a Father's Day weekend tradition; welcoming visitors from far and wide, rolling their windows down for this summer kick-off event!

Last year we saw our largest turnout ever with over 600 participating vehicles, and thousands of pedestrians turning up to enjoy the show!

This popular event is a true labour of love, providing lots of opportunities for community involvement, and recognizable sponsorships to assist in reaching your customer base. Visitors to Gravenhurst, along with year-round and seasonal residents, are all eager to engage with this event year after year, ensuring an exciting atmosphere and economic benefit.

We've put together a number of sponsorship opportunities we feel offer great value! We're also open to discussing alternative arrangements should you have an idea beyond what's included in this information package; please let us know, we'd be happy to work something out with you!

Please also refer to the last page of this document if you're interested in becoming a vendor. We're extremely pleased to offer a 50% discount to members of the Gravenhurst Chamber of Commerce who might be interested in becoming vendors at this event.

We look forward to partnering with you!

*Sincerely,
Your Chamber Team!*





OFFICIAL TITLE SPONSOR

SOLD! Thank you, Canadian Tire Gravenhurst!

- Exclusive right to say “The Gravenhurst Car Show sponsored by Canadian Tire Gravenhurst”
- Business recognition in all press releases
- Opportunity to speak to the audience during the trophy presentation
- Co-presentation of the Best in Show trophy
- Provide prizes and award giveaways throughout the day
- Large centered logo on all print & promotional material relating to the Car Show - posters throughout town, road signs and large banners at high traffic intersections
- Sponsor bio/ad on gravenhurstcarshow.com
- One of two logos on trophies (with Trophy Sponsor).
- One of two logos featured on dash plaques (with Decorated Dash Sponsor) to be given to every registrant
- Only logo on 50/50 tickets
- Logo present on any branded merchandise
- The only logo on the front of all Car Show T-Shirts (120+ printed)
- Logo and business contact information prominently displayed in Annual Winner's Calendar
- Printed copy of Annual Winner's Calendar
- Inclusion in Car Show advertisements, contests, promotions etc. on all involved radio stations – Including day of announcements and LIVE on location
- Business recognition on social media relating to the Car Show, targeting the local community, the GTA and beyond
- All necessary booth space included with prime location



OFFICIAL TROPHY SPONSOR

SOLD! Thank you, Wayne's Tire Discounter!

- Co-creation of trophies
- Input on all things related to trophies. Choose, create and present all Best In Show trophies for Car Show; Assist in choosing all Best in Show Winners (cannot be sponsor vehicles); Sponsorship announcements before and during Car Show (radio, print material, social media etc.); Large logo on all Best in Show Trophies alongside Title Sponsor
- Co-presentation of the Best in Show trophy, alongside the Title Sponsor
- One of two logos on trophies (with Title Sponsor).
- One of two sponsors (with Title Sponsor) featured in dedicated pre-registrant giveaway promotion, including social media posts, e-blasts, and on car show website
- Sponsor recognition in dedicated Winner's Announcement over social media pages, and on car show website
- Large logo on all print & promotional material relating to the Car Show. One of two large spots on the event poster.

- Sponsor bio/ad on gravenhurstcarshow.com
- Large sized logo on the back of all Car Show T-Shirts (120+ printed)
- Logo and business contact information prominently displayed in Annual Winner's Calendar
- Printed copy of Annual Winner's Calendar
- Inclusion in Car Show advertisements, contests, promotions etc. on all involved radio stations – Including day of announcements and LIVE on location
- Business recognition on social media relating to the Car Show, targeting the local community, the GTA and beyond
- All necessary booth space included with prime location

*Sponsorship Commitment: Tire Giveaway to Pre-Registrants - \$500 gift certificate towards tires



CHECKERED FLAG SPONSOR

\$2000

- Co-creation of collectable Car Show T-Shirts (120+ printed, 50 giveaways to registrants, multiple giveaways throughout the day)
- Co-creation of branded merchandise
- One of two sponsors (with Title Sponsor) featured in dedicated merchandise promotion, including social media posts, e-blasts, and on car show website
- Logo present on all branded merchandise
- Extra-large logo on the top back of all Car Show T-Shirts (120+ printed)
- Logo on all print & promotional material relating to the Car Show
- Award giveaways throughout the daylong announcements
- Sponsor bio/ad on gravenhurstcarshow.com
- Logo and business contact information prominently displayed in Annual Winner's Calendar
- Business recognition throughout daylong announcements and LIVE on location
- Business recognition on social media relating to the Car Show, targeting the local community, the GTA and beyond
- All necessary vendor booth space included (required space must be approved)



DASHBOARD DYNASTY SPONSOR

\$1500

- Co-creation of collectable dash plaques to be given to every registrant
- One of two logos featured on collectable dash plaques (with Title Sponsor) to be given to every registrant
- One of two sponsors (with Title Sponsor) featured in dedicated dash plaque promotion, including social media posts, e-blasts, and on car show website
- Provide prizes and award giveaways throughout the daylong announcements
- Logo on all print & promotional material relating to the Car Show
- Sponsor bio/ad on gravenhurstcarshow.com
- Large sized logo on the back of all Car Show T-Shirts (120+ printed)
- Logo and business contact information prominently displayed in Annual Winner's

Calendar

- Business recognition throughout daylong announcements and LIVE on location
- Business recognition on social media relating to the Car Show, targeting the local community, the GTA and beyond
- All necessary vendor booth space included (required space must be approved)



WINNER'S SHOWCASE SPONSOR

\$1500

- Co-creation of Annual Winner's Calendar
- Sponsor photo taken by official event photographer at the event
- Business recognition with half-page ad/content space in Annual Winner's Calendar for the month of your choosing
- One of two sponsors (with Title Sponsor) featured in dedicated calendar promotion, including social media posts, e-blasts, and on car show website
- Printed copy of Annual Winner's Calendar
- Award giveaways throughout the daylong announcements
- Logo on all print & promotional material relating to the Car Show
- Sponsor bio/ad on gravenhurstcarshow.com
- Large sized logo on the back of all Car Show T-Shirts (120+ printed)
- Business recognition throughout daylong announcements and LIVE on location
- Business recognition on social media relating to the Car Show, targeting the local community, the GTA and beyond
- All necessary vendor booth space included (required space must be approved)



SHOW AND SHINE SPONSORSHIP

\$1000 (Multiple Available)

- Provide prizes and award giveaways throughout the daylong announcements
- Medium sized logo on print & promotional material relating to the Car Show
- Special mention on car show website
- Medium sized logo on the back of all Car Show T-Shirts (120+ printed)
- Logo and business contact information present in Annual Winner's Calendar
- Business recognition throughout daylong announcements and LIVE on location
- Business recognition on social media posts related to the Car Show on Experience Gravenhurst, Gravenhurst Chamber and Car Show socials
- All necessary vendor booth space included (required space must be approved)



RALLY ROUND SPONSORSHIP

\$500 (Multiple Available)

- Small sized logo on print & promotional material relating to the Car Show
- Logo on car show website

- Small sized logo on the back of all Car Show T-Shirts (120+ printed)
- Logo present in Annual Winner's calendar
- Business recognition on social media posts related to the Car Show on Experience Gravenhurst, Gravenhurst Chamber and Car Show socials
- All necessary vendor booth space included (required space must be approved)
- Thank you announcement broadcast to hundreds in Gull Lake Park on show day



PIT CREW SPONSORSHIP

\$250 (Multiple Available)

- Small sized logo on print & promotional material relating to the Car Show
- Logo on car show website
- Small sized logo on the back of all Car Show T-Shirts (120+ printed)
- Logo present in Annual Winner's calendar
- Business recognition on social media posts related to the Car Show on Experience Gravenhurst, Gravenhurst Chamber and Car Show socials
- Thank you announcement broadcast to hundreds in Gull Lake Park on show day



DONATE A PRIZE

During the show, names are drawn hourly for prize giveaways!

- Prize listing with business recognition on website and Car Show socials
- Thank you featured in event day program
- Thank you announcement broadcast to hundreds in Gull Lake Park on show day
- Opportunity to draw the winner of your donated prize

Please contact us if you're interested in donating a prize!



VENDORS

(Multiple Available)

- 50% Discount for Chamber Members
- Gravenhurst Chamber Member Rate: **\$75**
- Non-Member Rate: **\$150**
- 10 x 10 Booth Space in designated vendor area
- Opportunity to sell products and/or services, provide information, and connect with potential customers

For more information please call (705) 687-4432 or email:

Meghan Pratt
manager@gravenhurstchamber.com

Teghan Warr
info@gravenhurstchamber.com

Gravenhurst Car Show

VENDOR/SPONSOR APPLICATION

Please fill out the form completely and return to the Gravenhurst Chamber of Commerce
275 Muskoka Rd S, Gravenhurst, or email to info@gravenhurstchamber.com

Name: _____

Company Name: _____

Telephone Number: _____

Vendor Category: Food Parts Market Activity Retail Other

TERMS AND CONDITIONS

- Applicants will be subject to acceptance by the Gravenhurst Chamber of Commerce.
- Vendor fees must be paid in full before event day in order to participate.
- Vendors must have their booths set up at least 1/2 an hour before the 9:00 a.m. start time (unless otherwise specified) Gate opens at 6:00 a.m. for set up.
- Vendor booths must be open for the hours stipulated.
- Vendor placement is at the discretion of the organizing committee - returning spots are not guaranteed.
- Food vendors must be inspected by the Simcoe Muskoka Health Unit in order to participate in this event.
- Food vendors must obtain the correct permits issued by the Town of Gravenhurst.
- Vendor will accept all responsibility for collection of government taxes.
- Vendor will accept responsibility for their own merchandise and will arrange own insurance.
- Vendor releases the show management/organizers and sponsors, along with any volunteers or employees, from injury or damage incurred by the exhibitor and their agents.
- Show management/organizers are released from all liability and responsibility for theft, damage, or accidents with regard to all exhibitor displays prior to, during, and/or after the show.
- Product liabilities, guarantees, and insurance are the sole responsibility of the exhibitor.
- Vendor will keep their space in an orderly manner throughout the entire day and will remove garbage at the end of the show.
- Vendors acknowledge that the show management/organizers reserve the right to alter the exhibit floor plan as required without prior notice or consent prior to.
- Vendors will not bring pets on site or leave pets in vehicles, and acknowledge that the local SPCA may be called.

I further agree that by not adhering to any of the terms, conditions, rules or regulations set out within this application may result in the following: disqualification from the Gravenhurst Car Show in 2025, and/or dismissal from the premises without reimbursement during the Gravenhurst Car Show 2024.

I, _____ fully understand and further agree to abide by the following rules and regulations established for the 31st Annual Gravenhurst Car Show being held on June 15th, 2024.

I have read and fully understand all terms and conditions as outlined above.

Signature: _____ Date: _____