

26TH Annual Gravenhurst Car Show June 15th, 2019

SPONSORSHIP & VENDOR OPPORTUNITIES

This year marks the 26th Annual Gravenhurst Car Show, an event the Gravenhurst Chamber of Commerce is proud to host. Last year thousands of spectators and over 500 vehicle registrants attended this one-day event at beautiful Gull Lake Rotary Park in Gravenhurst, ON. Each year we attract new and returning entrants and many car enthusiasts.

Sponsorship is a great way to reach your customers – tourists, seasonal residents and year-round residents, who attend the event. It is also a great way to connect your business to something that brings excitement and economic benefit to Gravenhurst, ON. Allocating sponsorship dollars as a part of your annual marketing plan is an effective way to make the most out of your advertising dollars.

This show is a partnership between local businesses, community members, service groups, committees and more. Check out the Sponsorship Packages below to see which one best fits with your promotional needs and

business goals moving forward. If there is something you would like to offer but you do not see in our description, please let us know, we'll be happy to work out the right package for you!

If you would like to be a vendor, please refer to the last page.

We look forward to partnering with you!

“MAJOR MOTOR” TITLE SPONSORSHIP - Official Event Sponsor Partnering Sponsor – Thank you, Canadian Tire Gravenhurst

- Large centered logo on all print & promotional material relating to the Car Show (beginning when sponsorship is confirmed) - \$2000 value
- Inclusion in all Car Show advertisements, contests, promotions etc. on all involved radio stations – Including day of announcements and LIVE on location - \$1800 value
- Business recognition in ALL social media relating to the Car Show, targeting the local community, the GTA and beyond - \$1000 value
- Logo on the front of all Car Show T-Shirts (150 printed) - \$1000 value
- All necessary booth space included with prime location - \$500 value
- Large logo on all Best in Show Trophies - \$500 value
- Business recognition in all press releases including, title sponsorship & thank yous - \$400 value
- Sponsor bio/ad in event program - \$300.00 value
- Logo on all 50/50 tickets - \$200 value
- Co-presentation of the Piston Cup alongside Tall Trophy Sponsor
- Opportunity to speak to audience during trophy presentation
- Provide prizes and giveaways throughout the day

● Exclusive right to say “The 24th Annual Gravenhurst Car Show sponsored by Canadian Tire Gravenhurst” **Sponsorship Commitment**

- Best in Show Prizes (4 categories) total value of approximately \$1000 (past prizes have been tool boxes, wrenches, generators, car stuff)
- Participant and attendee promotional items (Shammies, USB adapters, Air Fresheners, Other Samples) valued at \$2000

“TALL TROPHY” SPONSORSHIP - Official Trophy
Sponsor Partnering Sponsor – Thank you, Wayne’s Tire Sales
Gravenhurst

- Inclusion in Car Show advertisements, contests, promotions etc. on all involved radio stations – Including day of announcements and LIVE on location - \$1800 value
- Input on all things related to Trophies:
 - o Choose, create and present all Best In Show trophies for Car Show
 - o Assist in choosing all Best in Show Winners (cannot be sponsor vehicles)
 - o Sponsorship announcements before and during Car Show (radio, print material, social media etc.)
 - o Large logo on all Best in Show Trophies alongside Major Motor Sponsor
- **\$1000 value**
- Medium sized logo on all print & promotional material relating to the Car Show - \$1000 value
- Business recognition in ALL social media relating to the Car Show, targeting the local community, the GTA and beyond - \$1000 value
- All necessary booth space included - \$300 value
- Sponsor bio on event program - \$300 value
- Logo on the top back of all Car Show T-Shirts (150 printed) - \$200 value
- Co-presentation of the Piston Cup alongside Major Motor Sponsor – Priceless
- Emcee for the Best in Show Trophy Presentation – Priceless

● Provide prizes and giveaways throughout the day - Priceless **Sponsorship Commitment**

- Co-creation of Best in Show Category Trophies
- Tire Giveaway to Pre-Registrants

“BIG BREW” SPONSORSHIP – Craft Beer Sponsor
Partnering Sponsor – Thank you, Sawdust City Brewing
Company

- Small sized logo on all print & promotional material relating to the Car Show - \$500 value
- Business recognition throughout daylong announcements and LIVE on location - \$500 value
- Business recognition on Facebook and Twitter posts related to the Car Show - \$500 value
- All necessary booth space included (required space must be approved) - \$300 value
- Special mention on event program - \$200 value
- Logo on the back of all Car Show T-Shirts (150 printed) - \$200 value

- Provide prizes and giveaways throughout the

day – Priceless **Sponsorship Commitment**

- Give away 3000 Sawdust City Brewing Co. giveaways at the gate (to drive guests back to the brewery)
- Sell cans of beer at the event in the designated liquor licensed area

“SHOW & SHINE” SPONSORSHIP \$1000 (Multiple Available) Total Exposure Value: \$2200

- Small sized logo on all print & promotional material relating to the Car Show - \$500 value
- Business recognition throughout daylong announcements and LIVE on location - \$500 value
- Business recognition on Facebook and Twitter posts related to the Car Show - \$500 value
- All necessary booth space included (required space must be approved) - \$300 value
- Special mention on event program - \$200 value
- Logo on the back of all Car Show T-Shirts (150 printed) - \$200 value

- Provide prizes and giveaways throughout the day - Priceless

“RALLY ROUND” SPONSORSHIP \$500 (Multiple Available) Total Exposure Value: \$1200

- Small sized logo on print & promotional material relating to the Car Show - \$500 value
- All necessary booth space included (required space must be approved) - \$300 value
- Logo on the back of all Car Show T-Shirts (200 printed) - \$200 value
- Special mention on event program - \$200 value

“GRAND GIVEAWAYS” SPONSORSHIP Prize valued at \$500 + \$200 (Multiple Available) – Total Exposure Value: \$1200

- Small sized logo on all print & promotional material relating to the Car Show - \$500 value
- All necessary booth space included (required space must be approved) - \$300 value
- Logo on the back of all Car Show T-Shirts (200 printed) - \$200 value
- Special mention on event program - \$200 value

VENDOR BOOTH SPACE \$200 (Multiple Available)

- 10 x 10 Booth Space in designated vendor area
- Opportunity to sell product, give away information and/or connect with potential customers

Sponsorship/Vendor Application Form Company Name:

First Name: _____ Last Name: _____

Bus. Tel: _____ Cell: _____

E-mail: _____

Vendor Category (please check off):

Food: ___ Parts Market: ___ Activity: ___ Retail: ___
Other: ___

Payment by

:

Cheque (To the Gravenhurst Chamber of Commerce) OR Credit card (Call 705 687-4432 to pay by credit card)

VENDOR/SPONSOR APPLICATION TERMS AND CONDITIONS |

_____ fully understand and further agree to abide by the following rules and regulations established for the 26th Annual Gravenhurst Car Show being held on June 15th, 2019.

- Applicants will be subject to acceptance by the Gravenhurst Chamber of Commerce.
- Vendors must have their booths set up at least 1/2 hour before the 9 a.m. start time (unless otherwise specified) – gate opens at 7 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 acknowledges 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 to the Gravenhurst Car Show in 2019 or dismissal on the premises without reimbursement during the Gravenhurst Car Show 2019.
- Please fill out the form completely and return to The Gravenhurst Chamber of Commerce.

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

Signature: _____ Date:
