



**Car Show and Parade**

**May 12th, 2018**

Presented by:

**Team PRO Event, Inc.**

## **SPONSORSHIP GUIDELINES**

Sponsorship administrated by  
**Team PRO Event, Inc.**

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# The Thirtieth Annual San Rafael May Madness

## EXECUTIVE SUMMARY

May Madness is the longest running car parade in Northern California. Hundreds vehicles of all types, including classic cars, hot rods and customs, line the streets of downtown San Rafael.

The streets of downtown San Rafael will rumble to life again as the tradition of “cruising” Fourth Street is remembered in the 30th Annual **May Madness Car Show and Parade**.

May Madness is one of the most popular events in Marin County. Car owners clamor to be in the sold-out parade, and thousands come from all over Northern California to view these cool cars.

**Saturday, May 12th, 2018** is the date for this year’s festivities, and Team Pro Event would like to invite you to join us for a roaring good time.

**Producer:** This event is planned and produced by Team Pro Event. May Madness is organized under the highest professional standards.

**Event:** May Madness is a well established one-day event held every year in early May to take advantage of the height of the spring season. The event takes place on Fourth Street in downtown San Rafael.

**Date:** Saturday, May 12, 2018

**Hours of Event:** 12 pm - 6 pm

**Attendance:** 10,000 plus

**Media Coverage:** Television, Radio, Magazine, and Newspapers

**Demographics:** Broad based in age, with sophisticated tastes and mid to upper income.

**2018 Featured Marque:** TBD

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## General Sponsorship Levels

We are confident that your association with the **2018 San Rafael May Madness** will be an effective promotion and marketing strategy for your company this year, and in the years to come.

Corporate/Local Business:	Title	Presenting	Primary	Secondary	Tertiary	Patron	Contributing Sponsor
<b>Price:</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,200</b>	<b>\$500</b>
<b>Pre-Event Representation:</b>							
A. Event Poster	X	X	X	X	X	X	X
B. Display Advertising	X	X	X	X	X	X	
C. Website	X	X	X	X	X	X	
<b>Site Presentation:</b>							
D. Booth Presentation	X	X	X	X	15' x 40'	10' x 20'	
E. Event Promotional Signage	X	X	X	X	X	X	
F. Event Program / Tab	X	X	X	X	X	X	
G. Public Address	X	X	X	X	X		
H. Sampling	X	X	X	X	X		
I. Raffle	X	X	X	X	X		
Custom Development	X	X	X	X			
Cash Only, Trade Option not available	X						
Limited to two (2)		X					
Limited to three (3)			X				
Limited to four (4)				X			
*Local Marin Businesses Only							

## Special Sponsorships:

**Media:** \$20,000 plus  
**Beverage:** Cash, Product Trade or Both

## General Information:

Level benefits will determine location of booth space at event site, i.e. higher traffic areas, main intersections and premier sign placement. Premier locations are allocated by seniority and higher levels of involvement.

Returning sponsors will be given right of first refusal and priority for the following year. The levels will determine the size and scope of the company listing in all publicity, i.e. size of name or logo placement. Larger presentations are available on an individual basis and to be negotiated under the custom development levels.

**All levels of involvement underwritten through payment by Cash, Trade, or combination thereof will be considered. This is in all cases other than the Sponsor Level, which is for cash only.**

## **Pre Event Representation:**

**A. Event Poster** - Business Name and/or Logo on multi-color Event Poster, minimum size 11" x 17", to be prominently displayed in numerous locations throughout the San Francisco Bay Area

**B. Display Advertising** - Business Name and/or Logo in Display Advertisements placed in prominent daily, weekly and or monthly publications throughout Marin County

## **On Site Representation:**

**D. Booth Presentation** – A complete white vinyl booth in a premiere event location for the presentation of the Sponsor's product or service.

**E. Event Promotional Signage** – Display of banner, signs and flags visible throughout the event site

**F. Event Program/Tab** - Business Name and/or Logo in Special Event Supplement published by major print media sponsor, as an insert within the publication and as an overrun available at event

**G. Public Address** - Public acknowledgment from main stage, throughout the event at regular intervals

**H. Sampling** - The opportunity for product promotion through goodie bags distributed to all participants

**I. Raffle** - An ongoing giveaway of product or service from the main staging area

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## **Sponsorship Component Opportunities**

Much of the presentation of the 30<sup>th</sup> Annual San Rafael May Madness is unique to this event, and to the community that it represents. Exceptional opportunities abound for sponsorship involvement within the focus of a specific component or activity.

## **Component Sponsorship Opportunities**

**Main Stage** - Showcasing a diverse program of musical entertainment, parade announcement and the acknowledgment of individuals for their significant contribution to the community. Sponsorship options include high visibility signage and specific representation at the Entertainment Main Stage Area. This is a Sponsorship Level all to itself **(\$2,500)**, or associated with the General Levels of Sponsorship.

**Featured Marque** – Featured Marque vehicles staged on A Street (north of 4<sup>th</sup> Street), the heart of the festivities. Includes presentation of marque through signage and space for six (6) sponsor vehicles. **(\$1,000)**

**Fourth Street Banners** – Business name and/or logo on 30 double-sided vertical banners displayed on Fourth Street three weeks prior to the event day. **(\$2,500)**

**Trophy Sponsor** – Limited opportunity to create and present a trophy to reflect your business, i.e. Best Paint, Best Chrome, Best Interior, etc. **(\$125 each)**

**Children's Activities Area** - Supervised quality children's games and activities. Sponsorship options include the underwriting of this area, as well as its specific activities **(\$1,000)**.

**Merchandise** – To include Name and/or Logo on T-shirt Back. **(\$1,000)**