



*The Charleston Boulevard Rod Run and Doo Wop is hosting the 4th annual open car show October 1-4, 2009. There will be various cruising events, poker walk, Dyno machine, burnout alley, jumping & leaping cars, fireworks, concerts, ladies programs and other fun opportunities for the family. Your sponsorship will help insure that Charleston is the place to come and enjoy a fun filled weekend. Showcasing our beautiful city benefits our citizens and merchants. We have attracted national attention and with your help we can make this an "American Tradition."*

## Corporate "SILVER" Sponsor Application

Sponsorship at this level is \$5,000+

Company Name \_\_\_\_\_

Contact person (s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

e-mail \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Your website address is: \_\_\_\_\_

In order to take advantage of all of our advertising we need your commitment by December 30, 2008

Today's Date: \_\_\_\_\_

**Please enclose your check with this application.**

Check # \_\_\_\_\_ & Date \_\_\_\_\_

If installments are made, balance will be by, Date(s): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Please furnish us with a good copy of your corporate logo and name structure to use on advertising material. If you have a slogan, furnish us a copy of that also.**

**Charleston is a unique city and this is one way to showcase what we are all about. Your help is appreciated and thank you for your generous support.**

**Make checks payable to: Charleston Regatta Commission/Car Show  
P.O. Box 6520  
Charleston, West Virginia 25362  
Attention: Rusty Flowers**

Contact for this application

was made by committee member \_\_\_\_\_

For follow up call: Phone # \_\_\_\_\_ or Cell # \_\_\_\_\_

(See back for additional sponsorship details)

10/18/2008

**SILVER SPONSOR (\$5,000.00):**

**You will be entitled to an agreed on space on Kanawha Boulevard (or another area of your choosing) to be determined commensurate with this sponsor level.**

Your logo will be listed on our flyers (thousands), *at a percentage amount to the other sponsor levels.*

Your logo will appear on banner(s) at the car show at a percentage amount to the other sponsor levels, **this also includes major sponsor sign placement at the main stage area.**

Your logo will appear on our website at a percentage amount to the other sponsor levels.

You will be responsible for choosing the vehicle you like and presenting your sponsor Award Trophy at the Awards Ceremony. (Or provide the name and contact number of the individual who will present your award.)

You will be mentioned by the **West Virginia Radio Corporation stations before and during the show. We will also work to get you as much pre-event and event television media advertising as we can.**

You will be mentioned frequently by the DJs during the car show event.

You may **provide to us** discount coupons or printed material (up to 1000 each) that will be included in our welcome bags. (Note: these must be provided to us on or before **SEPTEMBER 1, 2009**).

The flyer printing dates for 2009 are: December 30<sup>th</sup>, 2008, (10,000) March 15<sup>th</sup>, 2009 (30,000) and June 30<sup>th</sup>, 2009 (20,000).

Your logo may also be used in our first printing next year. (We typically print 10,000 pieces of advertising in January to distribute at the International Car Show as well as the other early spring car shows.

Other considerations and caveats, if any, are: \_\_\_\_\_

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\_\_\_\_\_

Actual retail value: \_\_\_\_\_.