



SPONSOR

Application 2011

*The Charleston Boulevard Rod Run and Doo Wop is hosting our 6th annual open car show **October 6-9, 2011**. There will be various cruising events, poker walk, burnout alley, 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 "**PLATINUM**" Sponsor Application

Sponsorship at this level is \$25,000+

Company Name _____

Contact person (s) _____

Address _____

City _____ State _____ Zip _____

e-mail _____

Office Phone: _____ Cell: _____

Your company website is: _____

In order to take advantage of all of our advertising we need your commitment by December 30, 2010.

Check # _____ & Date _____

If installments are made, balance will be paid by date(s): _____

Authorized Signature: _____ Date: _____

Check this box if this agreement is a combination of products, services and cash:

Detail the specifics of the combination on the back of this form. Please furnish us with your logo.

Make checks payable to: *Charleston Boulevard Rod Run and Doo Wop*

P.O. Box 6520

Charleston, West Virginia 25362

-----**This agreement is not valid until approved on the back**-----

Contact for this application was made by committee member _____

Phone # _____ or Cell # _____

(See back for additional sponsorship details)

9 October 2010

www.charlestonwvcarshow.com

PLATINUM SPONSOR (\$25,000.00 and above) :

The PLATINUM Sponsorship level entitles you to have a mutually agreed on entire event at the Rod Run and Doo Wop advertised in your name.

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 signage at the main stage area.**

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

You are responsible to provide a person to be present at the show, pick the vehicle of his or her choice **and present the trophy at the Awards Ceremony.**

You will be mentioned by the **West Virginia Radio Corporation radio stations and our sponsor TV station before and/or during the car show.**

You will be mentioned frequently by the DJ's during the car show event.

The target flyer printing dates and numbers for 2011 are: December 30th, 2010, (10,000) March 15th, 2011 (25,000) and June 30th, 2011 (20,000).

Your sponsorship also be used in our first printing next year. (We typically print 10,000 pieces of advertising in January of each year).

Other considerations, if any, are: _____

Actual retail value: _____

FOR OFFICE USE:

Approved By: _____ Approved By: _____ Approved By: _____