



SPONSOR

Application 2011

The Charleston Boulevard Rod Run and Doo Wop is hosting the 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 "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, 2010

Today's Date: _____

Please enclose your check with this application.

Check # _____ & Date _____

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

Authorized Signature: _____

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 a copy of your logo.

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

-----Agreement not valid until approved on back-----

Contact for this application was made by committee member _____

For follow up call: Phone # _____ or Cell # _____

(See back for additional sponsorship details)

9 October 2010

www.charlestonwvcarshow.com

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.

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

Actual retail value: _____

FOR OFFICE USE:

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