

Sponsorship Opportunities

Proceeds Benefit The Diabetes Center @ Anne Arundel Medical Center

The Annapolis Car Show

Saturday August 6th, 2016



Join the Team: Become a Sponsor, Donate & Giveback



Reach Thousands of Local Residents and Car Enthusiast



A Perfect opportunity for generating exposure, enhancing corporate branding and image, acquiring sales leads, launching promotions and enjoying a wealth of advertising opportunities.

Select a Sponsor Package | Custom Packages Also Available



Package Features Include: TV, Radio, Web, Social Media, Print & Vendor Space the Day of the Show



Why We Do it? For Our Community!

The Diabetes Center at Anne Arundel Medical Center is designed to assist people with self-management skills so they can avoid the disabilities associated with diabetes by providing individual counseling, education classes, free quarterly foot screenings and support groups.

Your Message

Delivered Before the Show!

▶ TV:

Commercials Promoting the Show (:30 second spots) Includes your logo verbal acknowledgement supporting of the show and The Diabetes Center at Anne Arundel Medical Center

▶ RADIO:

Radio commercials Promoting the Show (:30 second spots) Includes verbal acknowledgement of your companies support of the show and The Diabetes Center at Anne Arundel Medical Center

▶ WEB:

Your Logo, Business Address & Link to your website on the TheAnnapolisCarShow website. Information remains online for a full year.

▶ SOCIAL:

Multiple Postings on The Annapolis Car Show's Facebook Page (3,710 Page Likes) & The Facebook Page For Koons Ford (10,794 Page Likes). These post featuring your Company Logo with a link to your website, thanking you for support of The Show and The Diabetes at Anne Arundel Medical Center.

▶ EMAIL:

List of All Sponsors, along with Individuals & Companies providing In-Kind Donations will be listed with in all Email Broadcast prior to the the show.

▶ PRINT:

Your Logo on All Posters, Flyers and Postcards. All materials are Full Color. Poster dimensions are 11x17, Postcard 5x7 and distributed throughout Annapolis and Anne Arundel County starting in May. Material & Promotion at all Koons Ford Lincoln of Annapolis events, as well as within the dealership leading up to the show. Additional print materials are provided to all sponsors to display at their place of business

Your Message

During the Show!

Anticipated Attendance: > 3000

▶ **ANNOUNCEMENTS:**

Your company name mentioned multiple times during the show from the main stage. Priority and number of mentions based on level of sponsorship.

▶ **BANNERS:**

Your company banner, displaying logo and company message at the main entrance fence.

▶ **VENDOR SPACE:**

Vendor space within the show. Any sponsor of the show, is entitled to a 10'x10' vendor area, or larger, depending on the sponsorship benefit package selected.

▶ **LIVE SOCIAL MEDIA POSTS:**

Live Posts During the Show on The Annapolis Car Show's Facebook Page (3,710 Page Likes) & The Facebook Page For Koons Ford (10,794 Page Likes).

THE ANNAPOLIS CAR SHOW.COM

All Car Enthusiasts Welcome

August 6th 2016 11a-4p | Rain or Shine

Proceeds Benefit the Diabetes Center At Anne Arundel Medical Center

Sponsorship Levels

Gold Level - 3,000

Marketing Benefits (TV, RADIO, WEB, SOCIAL & PRINT & VENDOR SPACE)

- TV Top Priority in Logo Placement (Large) and "Sponsored By" Mention in :30 Second Commercial.
- Radio "Sponsored By" Mention in :30 Second Commercial Advertising The Show.
- Web "Sponsored By" logo, address & website link on the Annapolis Car Show website for a year.
- Social "Sponsored By" Social Media Post include your logo, business name and website.
- Email "Sponsored By" with Logo in all outbound email marketing campaigns.
- Print Top Level Priority in logo placement (large) and mentions in all Materials.
- *On-Stage* "Sponsored By" Announcements and mentions During the Show.
- Premium Vendor Space: Approx. 17'x40'. Large enough for a 10x10 Tent, along with additional display space, to showcase products, vehicles, etc.

Bronze Level - 1,000

Marketing Benefits (WEB, SOCIAL & PRINT & VENDOR SPACE)

- Web Logo, address & website link on the Annapolis Car Show website for a year.
- Social Social Media Post to include your logo, business name and website.
- Email Logo in all outbound email marketing campaigns.
- Print Logo placement (Small) and mentions in all Materials.
- *On-Stage* Announcements and mentions During the Show.
- Vendor Space: The space includes 10'x10' area.

Silver Level - 2,000

Marketing Benefits (WEB, SOCIAL & PRINT & VENDOR SPACE)

- Web "Sponsored By" logo, address & website link on the Annapolis Car Show website for a year.
- Social "Sponsored By" Social Media Post include your logo, business name and website.
- Email "Sponsored By" with logo in all outbound email marketing campaigns.
- Print Mid-Level Priority in logo placement and mentions in all Materials.
- *On-Stage* "Sponsored By" Announcements and mentions During the Show.
- Vendor Space: The space will consist of an area large enough for a 10x20 Tent.

In-Kind Donations & Show Supporters

Marketing Benefits (WEB, SOCIAL & PRINT & VENDOR SPACE)

- Web Logo, address & website link on the Annapolis Car Show website for a year.
- Social Social Media Post to include your logo, business name and website, prior to show date.
- *On-Stage* Announcements and mentions During the Show.
- Email Company Name thanking you for your support in all outbound email marketing campaigns.

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Sponsorship Commitment Form

SPONSOR INFORMATION

COMPANY NAME: _____ MAIN CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____ EMAIL: _____

PARTICIPATION LEVEL

(Check one to indicate your level of participation)

☐ \$3000 GOLD

☐ \$2000 SILVER

☐ \$1000 BRONZE

☐ In-Kind Donation: _____

PAYMENT

Full payment is due by **July 20th, 2016.**

SIGNATURE: _____ DATE: _____