

SECOND ANNUAL CHARITY CAR & TRUCK SHOW PROPOSAL



Show date:

Sunday,

November 4, 2018

9am – 2pm

Presented by Sunshine State Superkids

www.sscarshow.com

ssscarshow@gmail.com / 352-988-5449

Who is Sunshine State Superkids?

Sunshine State Superkids was developed out of a passion for soap box derby racing and children. We looked at what we can do for the children in Central Florida. We saw children that were not able to do much because of a disability, looked at what the parents of these children had in Medical Bills, then looked at the children that are in lower income areas and children that are in foster group homes that were disrupted from their homes for whatever reason.

*We wanted to put a program together for all these children and their families. These families just do not have the funds to get involved with any type of programs because of the financial costs. Sunshine State Superkids was developed for all children to just come out and have fun for **FREE**.*

Our program also gave the Special Needs Children and siblings the opportunity to be involved together. With the concept of two seat soap box derby cars, both children can do something together bringing family together.

We then looked at what other children that are out there that normally do not have the chance to do anything fun like this. We now have added the children from the inner city, the children that are in the foster care group homes and the children that may be living in homeless shelters to the program.

On November 4th, 2017, for a fundraiser we did a Charity Car & Truck Show in Clermont Florida. This event was put together in only 6 months and it was very successful. We had 40 cars participate in the event and we had other attractions to bring spectators to the event: Lightning McQueen, 2 electric cars and the #11 FedEx Monster Energy Joe Gibb's Racing Camry. We also handed out goody bags to all participants. In the bag was a dash plate, which the participants collect. We also had a silent auction and raffles.

We have a database of some 92 car clubs from the Central Florida area. We have all the materials to put on a car show with canopies, tables, etc.

We have already been in contact with Joe Gibbs Racing and they have promised us at least one of the Monster Energy Cup Toyota Camry Show Car for our event on November 4th, 2018.

The Second Annual Charity Car and Truck Show will be held at Lake Minneola High School at 101 N. Hancock Road, Minneola, Florida. The event will be bigger and better than the first one.

WE ARE LOOKING FOR SPONSORS FOR THIS EVENT!

What are we going to do?

This car and truck show is open to all vehicles in the Central Florida area. We have room for 344 spots to fill.

- 1. Due to the extensive list of car clubs in the Central Florida area we have, we will be sending invites to all the clubs in the Central Florida Area.*
- 2. To have a dash plate made for all the participates, these dash plates the vehicle owners like to collect them.*
- 3. Sunshine State Superkids will have a registration fee of \$15.00 for all the participates.*
- 4. Sunshine State Superkids will work on a few raffle items and items for a silent auction.*
- 5. Sunshine State Superkids will advertise the event in several different ways, places that work for their show.*
 - a. Mike Kelly's Cruise News*
 - b. Fla. Car Show.com*
 - c. Flyers*
 - d. Banners day of event*
 - e. Posters in local businesses*
 - f. www.ssscarchow.com (SSS website)*
 - g. Some 30+ calendar websites*
 - h. Facebook page*
- 6. We have already been in contact with Joe Gibb's Racing and we will have at least one of the Monster Energy Toyota Camrys. Can be more.*
- 7. We also will be working on other exhibits for the show like electric cars, etc.*

Something New:

This year we are going to have something unique at the show. We are organizing a valve cover race. The race cars will be like a pinewood derby car but made out of engine's valve cover (rocker arm cover). This is a fun way for the show participates can do something other then sitting at their vehicles for several hours.

There will be 3 categories: Children under 18 years old, Adult 18-55 years old and Senior 56 and up.

What are we looking to do to get participates?

One of the suggestions we received last year was to have the show on Sunday, this is so we do not contend with other shows in the area.

Another suggestion we got was to have the show on asphalt, so moving this to the local high school gives us the space to hold the show.

Sunshine State Superkids will be sending all the clubs in the Central Florida area a flyer first. We will then send another one closer to the event. This is to refresh their memories about the event.

We will have posters made to put in local business, like parts stores, this will give the participates another reminder of the event. We will also put posters in a couple local restaurants, for another reminder.

The event will be listed on several calendar websites where the car collector and vehicle owners look for shows in their area. Car shows are very important to the vehicle owners. They want to show the world what they have done to restore their vehicles.

There will be advertisements put in two of the biggest car show sites, Mike Kelly's Cruise Magazine and www.flacarshow.com. These were sites that we got the most out of. Mike Kelly's, we will also be putting an advertisement into the magazine.

We will be adding this show onto our website, www.ssscarchow.com which is also linked from www.sunshinestatesuperkids.com. The show will be posted on Facebook.

There is a lot to do, but this will bring the cars.

What can make this event a success?

One of the things the participates like from our show was goody bags. We will contact companies that dealt with classic cars, restoration and much more and they sent us items to put into the bags to be given when they signed in. These bags had anything from decals to catalogs and much more.

In the goody bags we will be giving out the participates will receive their dash plate. These plates are a big point for the owners to bring their vehicles. The owners of the vehicles collect the plates from one show to another.

If you make the vehicle owners happy then the rest will pay off.

Awards for the day of show

During the show, we will have about 3 people going around and looking at the vehicles. They are judging the cars and trucks in their categories. Then we will take the score sheets and tally them up to see winners. The winners will then receive a trophy. We also figure out the club that brought in the most vehicles and the club will receive a trophy. The last thing we like to do is include the children. We give them a form and let them pick their favorite vehicle.

All trophies will have your company name or logo on it.

Trophies for the day:

Pre - 1940	1940-1949
1950-1959	1960-1969
1970-1979	1980-1989
1990-1999	2000-2009
2010-Present	
Best Import Vehicle	Best Domestic Vehicle
Best Truck	Best Custom
Best Club Participation	Child's Choice
Best in Show	Valve Cover Race Trophies

We have a trophy guy that will work with us. He has been helping us for 4 years now.

Are we having vendors?

We work with the local Lion's Club. We do not charge them to come in and they sell Hamburgers, Hot Dogs and Drinks. We do need to worry about getting equipment and food. Whatever they make goes their organization.

We will also offer a vendor program to be able to come in for the show. There will be a minor charge to the vendors.

Charity Car & Truck Show Budget

Item	Amount needed	Cost
Permits		\$75.00
Dash Plates	150	\$150.00
Postage		\$100.00
Trophies	16	\$500.00
Banners		\$100.00
Posters	20	\$200.00
Parking Lot Fees		\$600.00
Advertising		
Mike Kelly's Cruise News		\$100.00
www.flacarshows.com		\$175.00
Total		\$2,000.00

Proposed Sponsorship Program:

\$2,000 Title Sponsor:

- ✦ Title Sponsor will receive “top billing” in all advertising, promotions, on all event signage, and materials.*
- ✦ Title Sponsor will be on all trophies and awards presented at the show.*
- ✦ Title Sponsor logo will be on SSScarshow.com website as primary sponsor.*
- ✦ Title Sponsor logo will be featured on Sunshine State Superkids and SSS Car Show Facebook page.*
- ✦ Title Sponsor name will be recognized in all press releases related to the event.*
- ✦ Title Sponsor will have the rights to Sunshine State Superkids logo for their promotional materials*
- ✦ Title Sponsor will have the rights of all photos from all the event.*
- ✦ Title Sponsor will have the option to present the winner trophies and take photos.*
- ✦ Title Sponsor will have 2 banners at the event.*

\$500 Sponsorship:

- ✦ Your company name presence on all banners and posters.*
- ✦ Your company name will be on website*
- ✦ Company will have a 10 x 10 space available for display setup at show.*
- ✦ Poster for your business in lobby.*

\$150 Sponsorship (10 categories, except any of the BEST of trophies):

Choose of trophy award category (first come, first serve), and company name to be on both trophies in that category as presented by/ Name will be on website with link. / Poster for business in lobby.

<i>Pre - 1940</i>	<i>1940-1949</i>
<i>1950-1959</i>	<i>1960-1969</i>
<i>1970-1979</i>	<i>1980-1989</i>
<i>1990-1999</i>	<i>2000-2009</i>
<i>2010-Present</i>	<i>Child's Choice</i>

\$200 Valve Cover Race (3 categories)

Sponsor name on all trophies for the valve cover race event. Name will be on website.

Sunshine State Superkids

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