



Atlanta Italian Car Day – Our 23rd Anniversary!

Saturday, April 4, 2020

Show and Sponsor Information

Atlanta Italian Car Day celebrates 23 years of Italian automotive style; exhibiting private collections of the finest Italian cars and motorcycles. We also welcome the wonderful and innovative French cars! The event includes the car show, marque awards and raffle prizes. New dealer cars and merchandise will be on display to add opportunity for supporting vendors.

Saturday, April 4, 2020, 10 AM to 3 PM (Show cars arrive before 10AM)

- **40 South Peachtree Street, Downtown Olde Norcross, GA 30092**
- **Show vehicle pre-registration online \$25 / \$30 at gate, spectator admission FREE**

General Sponsorship: *Vendors may become a sponsor of ICD for \$150 plus at least one door prize of \$50 value. Sponsors get their name on the poster, website and back of each registered car dash card. Sponsor is permitted a table & chairs with one week notice given. 110 V power is available on site.*

Trophy Sponsorship: *Vendors may be class trophy sponsors (1st, 2nd):*

Alfa Romeo Trophy set: \$200

Ferrari Trophy set: \$200

Fiat Trophy set: \$200

Lamborghini Trophy set: \$200

Lancia Trophy set: \$200

Maserati Trophy set: \$200

Pantera (DeTomaso) set: \$200

Open Class Italian (Unlisted marques): \$150

Open Class French (All marques): \$150

Italian Cycle set: \$150

People's Choice Awards:

"Best Modified": \$150

"Car I'd most like to drive home." \$150

"Most Original Unrestored Car." \$150

"Kid's Choice" award: \$150

Best of Show: \$250

Sponsoring vendor's name is engraved on each trophy, includes promotion during the day.

Photo Sponsorship: \$250

Each registered car will be photographed by John Adams of "The Shutter Group" upon arrival at the show field entrance after registering. The owner receives a photo link of all the participating cars at the show. Vendor's logo design included on photos.

Refreshment Sponsor: \$200

Vendor underwrites cost of bottled water placed near raffle prize area. Vendor's logo is prominently displayed near the iced containers, on poster and back of dash card.

Raffle Prize Donations:

Italian Car Day sells raffle tickets during the event. Vendors will have their donation, product or service recognized as part of a display to all participants and spectators. All donated items should be marked with label or business card by the donating vendor and displayed on tables near registration. Please make donations of at least \$50 in value, gift certificates for product or services. Vendor receives public address promotion and recognition of donation immediately before the concours awards.

Vendor Display Area:

Vendors may secure a table and chairs prior to the show date to display of their product or service if needed. All donating sponsors may display their literature or catalog on a special table dedicated for that purpose. Vendor space will be allocated on a first come, first served basis.

All sponsors receive their name, phone number and/or web address on the car registration placards. All sponsors receive public announcement recognition during the show.

Contact John Montgomery for more information, 770-932-2380 or bertoneman@aol.com

Thank you for your support of Italian Car Day!

John Montgomery

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