



Bracebridge Business Improvement Area

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Father's Day Car Show

Sponsorship Package

For the past 8 years the Bracebridge Business Improvement Area Association ("BIA") has been holding its annual Father's Day Car show. This event has grown steadily over the past couple of year and offers a unique opportunity for businesses within the community to become involved. We have attracted car enthusiasts from all over central Ontario and the Muskoka region. The event this year will be held on **Sunday June 18th, 2017** from 8am until 3:30 pm and will be located along Manitoba Street. Details of our sponsorship opportunities are listed below and hope that you will consider supporting this growing community event.

Advantages

There are many advantages to choosing this event versus opting for another form of advertising.

- **Direct Contact with your target Audience**
 - 52% of the exhibitors are from the Muskoka Region
 - 29% of the exhibitors are within 1 hour of Muskoka Region
 - 19% of the exhibitors are from the Greater Toronto Area
 - 85% of the spectators to the show are from Muskoka Region
- **Estimated attendance (based on 2014) – Approximately 5000 people**
 - Spectators – 4600
 - Exhibitors – 400
- Average spectator spends 2 hours at the show
- Average exhibitor spends 6 hours at the show
- Approximately **11,600 man hours of exposure** to people interested in the automotive industry

Sponsorship Opportunities

Platinum Sponsor:

\$700.00

Plus provide a prize pack with a minimum retail value of \$300

- Mention on 100% of all radio ads
- Logo with top billing on 100% of all print media.
 - 2 – ¼ page ads - Old Auto's
 - 1 – ¼ page ad – Local Newspaper
- Mention as our main sponsor on our Social Media posts which includes Facebook and Twitter
- Logo on dash plaques
- Logo on dash card that exhibitors use in the window of their vehicles.
- Opportunity to host the registration tent
- On-Street display space in the location of your choice and space for 10x20 tent and 4 vehicles.
- Sponsor supplied banner Placement at all entry gates (6 locations) plus placement of banner at main stage
- Opportunity to host the awards.
- Opportunity to place 200 promotional items within the exhibitors packages

Gold Sponsor:

\$500.00

Plus provide a prize pack with a minimum retail value \$200.00

- Logo with secondary billing on all print advertising
- Placement for sponsor supplied banner at (2 locations within the show)
- Logo with secondary billing on posters that is distributed throughout Muskoka
- Mention our Social Media Campaign which includes Facebook and Twitter
- Logo on dash card that exhibitors uses in the window of their vehicles
- On-Street display space which will include space for 10x20 tent and room for 2 vehicles.
- Opportunity to place 200 promotional items within the exhibitor's package

Silver Sponsor:

\$300.00

Plus prize pack with a minimum value of \$100.00

- Logo with bottom billing on poster that is distributed throughout Muskoka
- On-Street display space which will include space for 10x20 tent
- Mention on 50% of the time on our Social Media Campaign which includes Facebook and Twitter
- Logo on dash card that exhibitors use in the window of their vehicles.
- Placement for sponsor supplied banner at (1 location within the show)
- Opportunity to place 200 promotional items within exhibitors packages

Trophy Sponsor(s):

\$50.00

- 1 trophy with your company name on it
- Opportunity to present the trophy
- Opportunity to place 200 promotional items within the exhibitors package

We look forward to hearing from you and hope we can count on your support for this year's Father's Day Car show. Please do not hesitate to contact us at to discuss this opportunity further.

Sincerely



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