

National City®



ROAR ON THE RIVER

July 18-20, 2008



///CAR ///SHOW ///PARTNER ///PACKAGE



Roar in the Park
Sponsored by
Gorno Ford





2008 Gorno Ford **Roar in the Park**

Classic Show Extravaganza
Sunday, July 20, Elizabeth Park, Trenton

Since joining the Roar on the River event lineup in 2005, the "Roar in the Park" Classic Car Extravaganza has become a favorite of the region's vintage car enthusiast and created a whole new range of promotional opportunities. A summary of those opportunities is below. We welcome the return of Gorno Ford as Title Partner for the third consecutive year. For additional information on Roar in the Park partnerships, contact BRUCE DIVEN at 734-818-6808.

Let our event market your company!

- ❑ Obtain exposure to more than 50,000 people "on site" as well as hundreds of thousands of people regionally through event advertising and promotion.
- ❑ Network with more than 125 participating business partners in the growing family of Roar on the River/Roar in the Park supporters.
- ❑ Be part of one of Downriver's oldest and fastest growing events.
- ❑ Utilize this great venue as a prime spot for your company or family picnic, or for entertaining VIP clients.

Title Partner

- Company Name used exclusively in all promotions and references as the title sponsor of the event. (Example: Rehab Connection Roar in the Park)
- Company name prominent in all pre-show promotion, signage, letterhead, advertising, website and other media as may come available.
- Full-Page/Name or logo included in Roar on the River/Roar in the Park Supplement in the **News-Herald Newspapers** (Circulation 90,000; Readership 300,000).
- Company logo appears on the official car show t-shirt
- Frequent mentions on the public address / DJ sound system for the event.
- Premier Host Tent Aprox. 125 x 30 feet including 4 tables and 40 folding chairs for VIP seating and full weekend operations.
- ****Car show registration will take place in this area****
- Roar on the River 30 x 30' hospitality tent for entertaining your guests for the full weekend.
- Package includes 10 free tickets to the "Taste of the Races" Friday Night charity preview party.
- Display company automobiles and products in your Host tent.
- Strategic company banner placement at the event.
- Company name on one race boat.
- Photo opportunities with boat and driver.

"Title Partner" Investment: \$12,000



Gold/Vendor

- Vendor Tent approximately 20 x 20' feet including 3 tables and 30 folding chairs for VIP seating and full weekend operations.
- Company name prominent in all pre-show promotion, signage, advertising, website and other media as may come available.
- Quarter page advertisement with logo included in Roar on the River / Roar in the Park Supplement in the **News-Herald Newspapers** (Circulation 90,000; Readership 300,000).
- Company logo appears on the official car show t-shirt
- Frequent mentions on the public address / DJ sound system for the event.
- VIP passes into the Trenton Rotary Roar on the River hospitality tent for entertaining your guests for the full weekend.
- Package includes 6 free tickets to the "Taste of the Races" Friday Night charity preview party. —
- Display company products in your Vendor tent.
- Strategic company banner placement at the event.
- Company name on one race boat.
- Photo opportunities with boat and driver.

"Gold/Vendor" Investment: \$2,000 (Plus 500 packages of product samples for "goodie bags" given to car show participants)

UPGRADE: Company name on one race boat for discounted rate of \$1,250.

Silver/Company Partner

- Company name prominent in all pre-show promotion, signage, advertising, website and other media as may come available.
- Quarter page advertisement included in Roar on the River / Roar in the Park Supplement in the **News-Herald Newspapers** (Circulation 90,000; Readership 300,000).
- Company logo appears on the official car show t-shirt
- Frequent mentions on the public address / DJ sound system for the event.
- VIP passes into the Trenton Rotary Roar on the River hospitality tent for entertaining your guests for the full weekend.
- Package includes 6 free tickets to the "Taste of the Races" Friday Night charity preview party.
- \$100 "Roar on the River" cash for food and beverage purchases.
- Strategic company banner placement at the event.
- Photo opportunities during car show and with hydroplane race boats.

"Silver/Company Partner" Investment: \$1,000 (Plus 300 packages of product samples for "goodie bags" given to car show participants)

UPGRADE: Company name on one race boat for discounted rate of \$1,250.

Business Partner

- Business Card advertisement included in Roar on the River / Roar in the Park Supplement in the **News-Herald Newspapers** (Circulation 90,000; Readership 300,000).
- Name listed in "Roar Supporters" listing in Race / Car Show Supplement
- Mentions on the public address / DJ sound system for the event.
- Package includes 4 free tickets to the "Taste of the Races" Friday Night charity preview party.
- \$50 "Roar on the River" cash for food and beverage purchases.
- Strategic company banner placement at the event.

"Business Partner" Investment: \$500