

EAST CAROLINA AUTOFEST SPONSORSHIP INVESTMENT PACKAGE 2009

Sponsorship investment with the *East Carolina Autofest* will allow us to bring unique displays and entertainment, and create more value for the participants. In turn, this will create a positive public image for all those associated with the event.

SPONSORSHIP INVESTMENT LEVELS

A \$15,000 co-title CHROME sponsorship investment entitles the sponsor to:

- Highlighted and/or mentioned in all print and media advertising and publications including select billboards
- Select prime indoor and/or outdoor space(40x60)
- Cross promote: link to *East Carolina Autofest* website and *East Carolina Autofest* provide link and any promotions for your company
- Full page ad in Event Program
- Company logo on everything related to event
- Company logo signage in front of display space
- Free admission for all executives, owner/operators, and employees of sponsor
- \$1500 of your sponsorship will go directly to Make-A-Wish Foundation**

A \$7,500 co-event STAINLESS sponsorship investment entitles the sponsor to:

- Select prime indoor or outdoor space(30x40)
- Be included as link on *East Carolina Autofest* website
- Half page ad in Event Program
- Company logo on everything related to event
- Company logo signage in front of display space
- 50 event tickets included
- \$750 of your sponsorship will go directly to Make-A-Wish Foundation**

A \$2,500 event within event POLISHED sponsorship investment entitles the sponsor to:

- Select prime indoor or outdoor space(20x30)
- Be included as link on *East Carolina Autofest* website
- Quarter page ad in Event Program
- Company logo on all printed day of show material
- Company logo signage in front of display space
- 25 event tickets included
- \$250 of your sponsorship will go directly to Make-A-Wish Foundation**

A \$1,500 showcase CHECKERS sponsorship investment entitles the sponsor to:

- Select prime indoor or outdoor space(10x30)
- Be included as link on *East Carolina Autofest* website
- Eighth page ad in Event Program
- Company logo on all printed day of show material
- Company logo signage in front of display space
- 10 event tickets included
- \$150 of your sponsorship will go directly to Make-A-Wish Foundation**

A \$500 *GOLD partner sponsorship investment entitles the sponsor to:

Select prime indoor or outdoor space(10 x 20)

Be included as link on *East Carolina Autofest* website

Event Program Listing

Car Show Trophy Sponsor*

Company logo signage in front of display space

5 event tickets

\$50 of your sponsorship will go directly to Make-A-Wish Foundation

A \$300 *SILVER partner sponsorship investment entitles the sponsor to:

Select prime indoor or outdoor space(10 x 10)

Be included as link on *East Carolina Autofest* website

Event Program Listing

Car Show Trophy Sponsor*

Company logo signage in front of display space

3 event tickets

\$30 of your sponsorship will go directly to Make-A-Wish Foundation

A \$100 *BRONZE partner sponsorship investment entitles the sponsor to:

Be included as link on *East Carolina Autofest* website

Event Program Listing

Car Show Trophy Sponsor*

1 event tickets

\$10 of your sponsorship will go directly to Make-A-Wish Foundation

Please make checks for sponsorship investments payable to: Starstruck, LLC , write sponsorship level in memo, and mail to: 118 Miller Girls Ln. Beulaville, NC 28518

***Car Show Awards will be funded by the contributions of the Bronze, Silver, and Gold Partner Sponsors. Depending on the entries as many as 100 trophies will be needed, so sponsors from the Bronze, Silver, and Gold Partner Sponsors will be added to trophies based on the order they contributed.**

***Bronze, Silver, and Gold Partner Sponsors are encouraged to contribute \$50 of merchandise or gift certificates in exchange for \$50 of their total Sponsorship.**

Event Program Ads can be purchased at the following rates:

Full Page \$300 Half Page \$200 Quarter Page \$150 Eighth Page \$65 Listing \$35

Please make checks for program ads payable to: Starstruck, LLC , write ad size in memo, and mail to: 118 Miller Girls Ln. Beulaville, NC 28518

Be sure to include artwork for ads(can email jpeg format to ecaufest@gmail.com).

BENEFITS OF SPONSORSHIP OF THE EAST CAROLINA AUTOFEST

The benefits of a sponsorship investment are numerous. Within one hour of the events center there are over 1.2 million residents. Within 4 minutes and 40 minutes are I40 and I95 respectively: the most traveled east to west and north to south eastern seaboard corridors. Although rural, Duplin county is positioned half way between Raleigh and Wilmington. Radio ads in the eastern and triad markets of NC will run prior to event with possible TV ad prior to event at select times such as during the NASCAR broadcasts. Other print ads would include major newspapers from Raleigh to the coast and various car trader publications. Strategically placed billboards along major highways will give many eastern North Carolinians traveling these busy thoroughfares a constant reminder of the event and also project its regional importance. All these advertising efforts will provide brand awareness and gain economic media and networking opportunities.

We're hopeful of your sponsorship investment and would appreciate your consideration at the above mentioned levels. Sponsorship at whatever level your company feels comfortable will be greatly appreciated and we'll be glad to work with you. We will strive to make the ***East Carolina Autofest*** successful and create value for the companies who choose to partner with us.

Once again see how a sponsorship investment is beneficial:

- Target eastern North Carolina car enthusiasts
- Become an original participant in a destined premier eastern N.C. event
- Positively contribute to eastern N.C. and Duplin County
- Promote and sell products and services
- Gain media exposure through print, radio, internet, and TV
- Help bring top personalities, attractions, and entertainers to Eastern North Carolina
- Network with other automotive industry businesses
- Provide local car restoration professionals opportunities to connect with potential customers
- Help educate and promote various forms of racing and racing facilities in N.C.
- Provide event attendees with professional and talented local entertainment
- Help fund worthwhile causes
- Contribute to quality family entertainment