

“PONTIAC MAKE THE LOOP”

2011 Woodward Dream Cruise

Promotional Opportunities

Join In and Promote your Company at the “Woodward Dream Cruise”

I. “Make the Loop” PRESENTING SPONSOR PROMOTION PACKAGE ALL EVENTS \$25,000

- Host VIP Reception 15th Year
- Signage on plaza
- Signage at City Entrance
- Lighted Sign Promotions
- Ad in Woodward Dream Cruise Tabloid distribution of 200,000 plus copies by the Oakland Press
- Listed as “Make The Loop” Presenting Sponsor on flyers, posters and G.P.C.C. Website
- Business listing in WDC Publication
- Logo or name on Pontiac Cruising volunteer Tee-Shirt
- Logo in ads in selected August-September issues of the Citizens Post
- Significant space for display 100 x40
- A recognition plaque

II. CONTRIBUTING SPONSOR CAR SHOW PACKAGE **\$18,000**

- Lighted Sign
- Signage at City Entrance
- Ad in Woodward Dream Cruise Tabloid Oakland Press
- Listed as Contributing Sponsor
- Logo or name on Pontiac Cruising Volunteer Tee Shirt
- Attendance at VIP Reception
- Logo in ads in selected August, September, October issues of the Citizens Post.
- Significant display space 60 x 40

III. “MAKE THE LOOP”SUPPORTING SPONSOR PROMOTION PACKAGE \$8,500.00

- Your chance to have your company or product displayed along Cruising Route in a specified area in Pontiac
- Logo in ads in selected August, September, October issues of the Citizens Post.
- 30 x 40 Space in Show Car Lot

SPONSOR COURTESY TENT **\$1850.00 Per Day**

- Sponsor your own Courtesy Tent to Cruise Visitors include your Logo and Company Name, we provide seating and tables you provide tent.

COMPANY VIP TENT IT’S YOUR PARTY * \$3000-5000.00 Per Day****

- Let us set up a special VIP Tent for your staff and or Customers Strategically located in Pontiac

Overlooking the Car Show and in the heart of the Entertainment, our caterers can also provide Food and Refreshment available, 1-2 days cost per day ranges from

***Does not included Food Cost**