



*Sponsorship
Opportunities
2011*



Sponsorship By The Numbers

- 90+ High School Kids benefit directly from your support
- 400 Classic American Car owners recognize your name and support for supporting the community and helping to provide a showcase for their cars
- **7,000 to 8,000 attendees see and hear your promotional message**





BHS Panther Marching Band



Undeclared 2010 Marching Band Season

2010 First Place winners at the
U.S. Marine Corps Band Review,
Fleet Week, San Francisco





BHS Panther Band Boosters

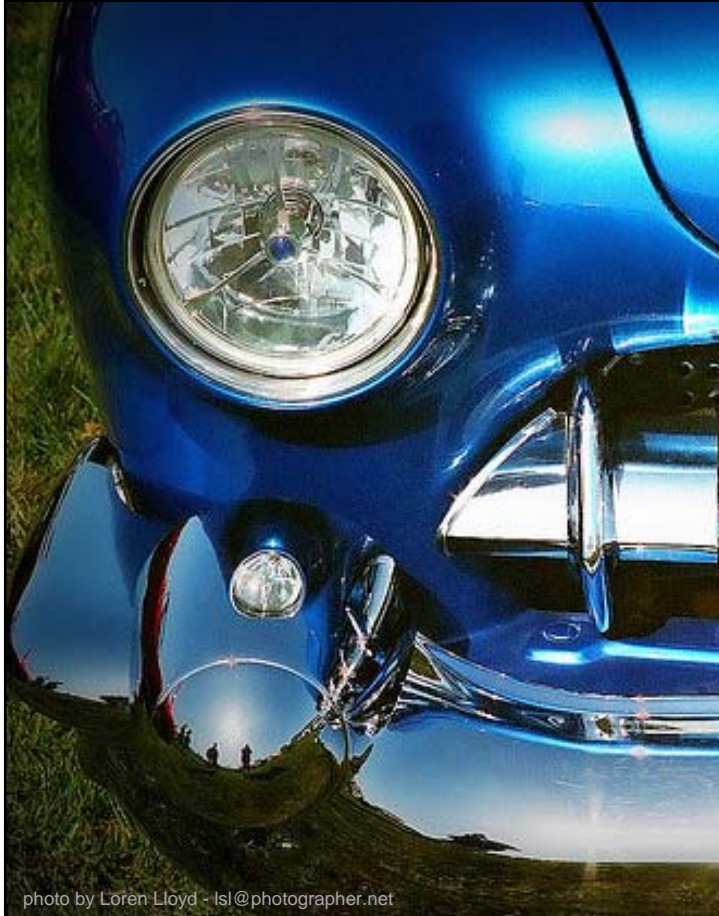


Budget Woes and Audit Findings No Help for Struggling Schools
BUSD still has a deficit and may face more state cuts.

Jan 22, 2011 - Benicia Patch

**WE ARE ENTIRELY SELF-FUNDED
EVERY DOLLAR ABOVE CAR SHOW
COSTS GOES TO THE BAND**

Your sponsorship keeps the Panther Band
stepping up and stepping out!





Keeping the Engine Running



Your sponsorship dollars pay for:

- **Replacement Instruments**
 - A Tuba can cost more than \$6,000!
- **Uniforms & Concert Apparel**
 - Dry cleaning 90+ uniforms can get costly, especially in a rainy season like this one!
- **Support for under-privileged students**
- **Transportation to events**
- ...and much, much more!



photo by Loren Lloyd - ISIC photographer.net



The Benicia Classic Car Show Supports Tomorrow's Leaders

- **Students rehearse every day**
- **Leadership opportunities abound**
 - Section leaders
 - Peer group coordinators
 - Mentoring other students
- **Band members learn discipline and dependability**
 - Parade calls are usually before sunrise!
- **Teamwork is the key!**



photo by Loren Lloyd - ls1@photographer.net



NotCal's "Hometown Car Show"

Quality is welcome, and so are you.
(No Concourse Class)



photo by Loren Lloyd - ls1@photographer.net





Sponsorship Programs

- Presentation: \$5,000
- All-Car: \$1,500
- **Main Stage: \$1,000**
- **Gold: \$500**
- **Class Trophies: \$50 - \$200**
- Raffle Prize Donations: \$25+
- Goody Bag Contents: Goods & Services



*Presentation
Sponsorship
\$6,000 value for \$5,000*

- Your logo appears in every instance of the official Benicia Classic Car Show logo
- Designated the “primary sponsor” of the event
- Includes “Main Stage” package
- Includes “All-Car” (or comparable)
- *Includes demonstration areas, add'l show space, four raffles, and a sponsor's trophy*





"All - Car"
Placard Sponsorship
\$1,500

*Your logo displayed on a
custom-designed entry placard on
Every Car At the
Show!*

- **Your logo on all Show Posters**
- **Your logo on Show T-Shirt**
- **Your logo on Website pages**
- *Also, complimentary T-Shirt, Recognition Plaque, Show Goody Bag*





Main Stage Sponsorship \$7,000

- **Booth space at Main Stage**
- **Your logo on the Main Stage**
- **Your name over PA every hour**
- **Your logo on all Show Posters**
- **Your logo on Show T-Shirt**
- **Your logo & web address on Website pages**
- *Also, complimentary T-Shirt, Recognition Plaque, Show Goody Bag*





*Gold
Sponsorship
\$500*

- Your name* on the Main Stage
- Your name* on Show T-Shirt
- Your name* and web address on Show Website
- Also, complimentary T-Shirt, Recognition Plaque, Show Goody Bag

* Name only, no graphic logo





Trophy Sponsorships From \$50 to \$200

- Sponsor single trophies, class trophies (first, second and third place) or multiple class trophies
- Recognition with each trophy presented at awards ceremony
- Your name* and web address on Show Website

** Name only, no graphic logo*



Raffle Prizes *\$25 minimum value* *Goody Bag Contents*

- Raffle recognition with each drawing – four drawings throughout the day
- Donate promotional items for inclusion in the show **Goody Bag** – *every car owner gets your coupon, pen, sample, antenna ball, or other creative advertising item*



Specialty
SALES

proud sponsors of the



Presentation Logo Sponsorship

Logo appears with every instance of the car show logo, in any medium.

Where no show logo appears, sponsorship appears as:

**Presentation Sponsorship provided
by
Specialty Sales**

Specialty

SALES

proud sponsors of the



Number for Voting:

137

1965 Chevrolet Impala Al Jennings – Santa Rosa

Special features: _____

Category:

Car: 1964 - 1968

Please Do Not Touch This Car



Benicia, CA's "Marina Green" at the bottom of Historic First Street

- 1 Show Car Check-in
- 2 Vendor Showcase
- 3 Show Car Display
- 4 Main Stage & Sponsor Booths
- 5 "A" Street Demo Area
- 6 Show Car Display
- 7 Show Car Display



Sponsorship Levels

Goody Bag	Raffle Prizes	Trophy	Trophy Class	Gold	Main Stage	All-Car	Presentation
<i>Promotional Items</i>	<i>Your Value@ \$25 +</i>	<i>\$50, \$75 or \$100</i>	<i>\$200 per class</i>	<i>\$500</i>	<i>\$1,000</i>	<i>\$1,500</i>	<i>\$6,000 Value - \$5,000 price</i>
Included in a Goody Bag distributed to all car show entrants (up to 400 cars)	Recognition at each drawing; prizes can be gift certificates, merchandise or services.	Sponsor a First, Second or Third place trophy in one of 13 different classes. Be recognized at the time of the award and receive a link to your web address for each award.	Sponsor all three trophies (First, Second or Third) in one of 13 different classes and receive a \$25 discount for each class. Be recognized at the time of the awards and receive a link to your web address for each award and class.	Display your name or business name on the Main Stage banner, the official Benicia Car Show T-Shirt, and the official Car Show website (with a link to your web address). Includes a complimentary T-Shirt, Recognition Plaque, Show Goody Bag	Display your logo on the Main Stage banner, the official Benicia Car Show T-Shirt, and the official Car Show website (with a link to your web address). Receive a complimentary 10x10 booth and be recognized each hour during the show. Includes a complimentary T-Shirt, Recognition Plaque, Show Goody Bag	Display your logo on a custom-designed entry placard on EVERY CAR ENTERED IN THE SHOW. Your logo will also appear on the Benicia Car Show posters, T-Shirts, and website (with a link to your web address). Includes a complimentary T-Shirt, Recognition Plaque, Show Goody Bag. EXCLUSIVE VALUE: <i>Only one sponsorship available at this level.</i>	Your logo displayed in conjunction with every instance with the official Benicia Car Show logo. Presentation sponsors are designated the primary business sponsor of the event. Includes "All-Car" sponsorship (or custom equivalent), "Main Stage" sponsorship, additional 10x10 booth at the Main Stage, "A" Street space for service demos or product show-case, options for a sponsor's trophy. This is the ONLY CATEGORY EXCLUSIVE sponsorship offered.



*Thanks for your
Consideration!*

--The BHS Panther Band Boosters

As the parents, volunteers and supporters of the Benicia High School Panther Band Program, please accept our sincere thanks for considering to sponsor the Benicia Classic Car Show, the program's largest fundraising event each year.

Thanks to businesses like yours, the students that make up the marching band, jazz band, symphonic band, wind ensemble, color guard and drum line can experience one of Northern California's most successful high school music programs.

We hope you will choose to help us continue the great work the kids are doing, and demonstrate your support with a generous donation!

