



# LAKE STEVENS AQUAFEST CAR SHOW 2010

## SPONSORSHIP OPPORTUNITIES

Sunday, July 25<sup>th</sup>, 2010 9:00 a.m. – 4:00 p.m.

Northlake Middle School Track Field • 2202 123<sup>rd</sup> Ave NE, Lake Stevens 98258 • Follow Signs

Booth setup 6:30 a.m. – 8:00 a.m. • Car Show 9:00 a.m. – 4:00 p.m.

Awards Presentation at 3:00 p.m. • Clear out by 5:00 p.m.

**IN-KIND SPONSORSHIP/DONATIONS\*:** You can donate (or sponsor) items such as bottled water, Honey buckets, hand sanitizer, goody bags, flashlights, candy, etc. that your business can provide for the comfort of participants and/or attendees. Put your name on items for recognition, and **BE CREATIVE!** The more off-the-wall it is, the more you'll be talked about and remembered. For larger items, we will display a sign saying "Provided to you by [your name here]."

**DOOR PRIZE DONATIONS\*:** Donate door prizes items for participants of the show. Get your name and product in the hands of a car enthusiast and they'll be sure to share with their buddies and club-mates. Your name will be announced as the sponsor when we give the prize away.

**TROPHY SPONSORSHIP\* (\$100.00):** Sponsor your own trophy and select the winner on the day of the show, no strings attached. Your name will appear on the trophy placard, and a representative of your company can present the award to the lucky recipient. Any car owner who gets your trophy is sure to show it off to everyone for years to come, and your name will be on it! Free car show t-shirt included as well.

**MAJOR SPONSORSHIP\* (\$250.00):** As a Major sponsor, your company name will appear on posters, flyers and all other advertising media (including in local newspapers) for the event that is printed after the date you sign up. You will receive a Trophy sponsorship, free event t-shirt and a 13x19 poster displayed at the check-in booth for everyone to see, and your logo will be added to the official AquaFest website as an AquaFest sponsor.

**EVENT SPONSORSHIP\* (\$500.00):** The Event Sponsorship entitles you to all the benefits of a Trophy and Major sponsor, as well as the privilege of advertising your business on our car show t-shirts. These shirts are sold to participants and attendees who will proudly wear them to other shows they attend throughout coming years, circulating your name well beyond Lake Stevens. In addition, you will get a free 10' x 10' booth space at the show, and a free vehicle entry into the show – send your own sponsored hot rod to do additional advertising!

**PRESENTING SPONSORSHIP\* (\$1,500.00):** There will be only one Presenting Sponsor of the show, so reserve this privilege now! (First come, first serve.) As the Presenting Sponsor, you will receive all the benefits of a Trophy, Major AND Event Sponsor. In addition, your company name and logo will be incorporated into the dash plaque and t-shirt design for this year. Dash plaques are collected by participants and often proudly displayed on cars or boards as a record of where they have competed. And everywhere the show is advertised, it will be "Presented by [your name here]."

\*All sponsors have the opportunity put something into the goody bags given to show participants. This can be flyers, brochures, coupons, pens, candy, keychains, decals...the possibilities are endless! Expect up to 250 participants; extra goodies will be returned to you. (Must be small enough to fit in a grab bag, unless you're supplying bigger bags!)

For questions, email Maria or Dan at [carshow@aquafest.org](mailto:carshow@aquafest.org) or leave a message at (425) 397-2344.



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## SPONSOR APPLICATION

*Please register by May 21st to be included in advertising!*

**Sunday, July 25<sup>th</sup>, 2010 9:00 a.m. – 4:00 p.m.**

**Northlake Middle School Track Field, Lake Stevens**

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Awards Presentation at 3:00 p.m. • Clear out by 5:00 p.m.

Mail completed form and check payable to: AQUAFEST

Attn: Car Show Chairs

P.O. Box 670

Lake Stevens, WA 98258

For questions, email [carshow@aquafest.org](mailto:carshow@aquafest.org) or leave a message at (425) 397-2344.

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Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company Logo [  ] Yes, we'll provide one\* [  ] No, use only our name on printed media

*\* Please provide a high-resolution (300 d.p.i., or vector-based artwork) logo for use on printed media. Logos can be emailed to [carshow@aquafest.org](mailto:carshow@aquafest.org) or a CD dropped off at the Lake Stevens Chamber Office or Foster Press.*

Liability Waiver: By signing your name below, you agree to fully release and hold harmless the City of Lake Stevens, Lake Stevens School District, Aquafest Association and their respective staff, officers, volunteers, representatives and guests for all claims for injury and/or damage to yourself, your vehicle(s), and your guest(s). You assume all responsibility for any risk involved in attending the Aquafest 2009 Car Show. You also acknowledge that you've been notified that no alcohol will be permitted at the Car Show, no exceptions.

Sponsorship Level \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title/Position \_\_\_\_\_ Date \_\_\_\_\_