



LAKE STEVENS AQUAFEST CAR SHOW 2010

May 1, 2010

Dear Local Business:

Mark your calendars! Lake Stevens' next Aquafest celebration is right around the corner, coming up on July 23rd, 24^h & 25th. This year's Classic Car Show will be held on Sunday, July 25th from 9:00 a.m. to 4:00 p.m. at the Northlake Middle School track in downtown Lake Stevens. We are looking for local businesses to sponsor at different levels for the event, as well as volunteers for the day of the show. Can you help us?

An exciting feature returning this year will be our emcee Lance Lambert, host and producer of *The Vintage Vehicle Show*, which broadcasts on 70 stations in the US and abroad. Lance will be filming an upcoming episode of *The Vintage Vehicle Show* at our car show, which we will also have available for pre-purchase. Lance's appearance last year was a hit; we expect an even larger crowd this year.

Trophies will be awarded in each class by popular vote. Attendees and participants will be given ballots to fill in their favorite car for each category as they walk around the show. The cars with the most number of votes will be awarded first, second, and third place in each class. We will also have business-sponsored trophies, which you can read more about on the included enclosures.

The following pages contain sponsorship opportunities and application forms. Look over the sponsorships and decide which level is right for your business to participate in. Please return these forms soon to ensure your inclusion on printed advertising, as we are already beginning to distribute flyers and posters.

Keep in mind that your business will get more publicity at this show than during a typical car show. Aquafest attracts thousands of attendees each year (30,000+ last year alone), and will be providing regular shuttles between the festivities on Main Street and the Car Show just a few blocks away. You will have quite an audience to advertise your business to! And Car Show sponsors will be recognized everywhere all Aquafest's official sponsors are listed, including brochures, newspapers and the website. More exposure is also available for higher sponsorship levels.

In addition, we will do our part to ensure foot traffic to your booth. Each attendee will be able to pick up a "passport" at the check-in table. These passports are then taken to each booth for a signature, and turned back in when full to be eligible for a door prize drawing. The drawing will be held at the end of the awards ceremony.

If you have any questions or additional sponsorship ideas, or would like to volunteer, please don't hesitate to call us at (425) 397-2344 or email carshow@aquafest.org. We look forward to hearing from you!

Sincerely,

Maria Hicks
Car Show Chair
(425) 345-9970

Dan House
Car Show Co-Chair
(425) 367-1420