

# Turbo-Charge Your Business

Become a Sponsor of the Classics on Main Car Show



The 10th annual Classics on Main Car Show celebrates the American love affair with cars. A solid reputation as a good event encourages hundreds of car owners from the region to exhibit.

These cars, with an average value of \$60,000, along with free admission and several family-friendly activities, bring large crowds to the historic heart of Bowling Green.

Classics on Main is widely promoted and our sponsors receive recognition in media that will reach people before, during and long after the show! Our advertising primarily targets men, ages 35-59, with women in the same age bracket as our secondary target. If you are trying to reach car enthusiasts and people with disposable income, the Classics on Main Car Show is a great marketing vehicle for you.



Classics on Main is supported by the city of Bowling Green, the downtown businesses and property owners, and the wider community. Over 100 volunteers begin working as early as 4 a.m. on the day of the show, and the organizing committee works for about seven months putting the event together. For the last several years, Bowling Green's Mayor has presented the many awards given out at the show.

The combination of widespread support, attention to detail, and accumulated expertise make the Classics on Main Car Show one of the best shows in the region. Your Classics on Main sponsorship puts you in the fast lane for favorable recognition from our exhibitors, spectators, and the Bowling Green community.



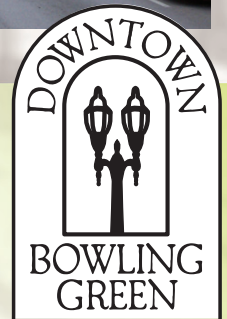
## Put Your Business in the Fast Lane With a Classics on Main Sponsorship

Downtown Bowling Green • 121 E. Wooster Street, Bowling Green, OH 43402 • 419-354-4332



**HISTORIC DOWNTOWN BOWLING GREEN**  
[www.downtownbgohio.org](http://www.downtownbgohio.org)

# Saturday July 9, 2011





**HISTORIC DOWNTOWN BOWLING GREEN**

# Sponsor Packages

## Rev Up Your Business Image

	<b>Print and Internet</b>				<b>Radio Mentions</b>				<b>Event Presence</b>			<b>Keepsakes</b>			
	Website	Posters & Flyers	Press Releases	Newspaper Ads	WRQN	ESPN	K-100	Dave Hoger Show	Vending/Parking Spaces	Event Announcements	Event Signs	T-shirt	Dash Plaque	Trophy	
<b>\$1000</b> <b>Best Of Show Sponsor</b>	Y	Y	Y	Y	8	6	10	8	5	6	Y	Y	Y	Y	<b>Best of Show</b>
<b>\$750</b> <b>Presenting Sponsor</b>	Y	Y	Y	Y	7	6	4	6	3	4	Y	Y	Y	Y	<b>Class &amp; People's Choice</b>
<b>\$400</b> <b>People's Choice Sponsor</b>	Y	Y	Y	Y	5	3	5	4	2	2	Y	Y			<b>People's Choice</b>
<b>\$250</b> <b>First In Class Sponsor</b>	Y	Y	Y	Y	3	2	3	2	1	1	Y	Y			<b>Class</b>
<b>\$100</b> <b>Honorable Mention Sponsor</b>	Y			Y						1	Y				<b>Class or Hon. Mention</b>

Sponsorship of Classics on Main boosts your company's street presence with a comprehensive package of highly targeted promotional opportunities. Your message reaches your audience many times and through many channels in the weeks surrounding the event.



**July 9, 2011**

**Reserve By June 22 to Enjoy All These Promotional Benefits**

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