



A Production of the West Virginia Motorcar Festival, Inc.

**Charleston Boulevard Rod Run and Doo Wop
Proposed Sponsorship Matrix**

		2	4	6	7	9	10	12	13	14	16
		Trophy	Chrome	Copper	Bronze	Silver	Titanium	Gold	Tanzanite	Diamond	Platinum
		250-499	500-999	1,000-2,499	2,500 - 4,999	5,000-7,499	7,500-9,999	10,000-14,999	15,000-19,999	20,000-24,999	25,000 +
1	Recognition in printed flyer - 2 printings	x	x	x	x	x	x	x	x	x	x
2	Website acknowledgement	x	x	x	x	x	x	x	x	x	x
3	Opportunity to place trinket in goody bag		x	x	x	x	x	x	x	x	x
4	Rail banner presentation	(1)	x	x	x	x	x	x	x	x	x
5	Invitation to Post-event Party (2 reps)			x	x	x	x	x	x	x	x
6	Sponsor Appreciation Award			x	x	x	x	x	x	x	x
7	Sponsor t-shirts	(2)			x	x	x	x	x	x	x
8	Recognition by DJ at show					x	x	x	x	x	x
9	Representation on Doo Wop website, w/ link					x	x	x	x	x	x
10	Presentation space on/around Blvd						x	x	x	x	x
11	Radio Commercials	(3)						x	x	x	x
12	Parking Garage Banner presentation	(4)						x	x	x	x
13	Naming Sponsor for one event								x	x	x
14	Live Remote - 4 breaks per hour	(5)								x	x
15	Stage Banners presentation	(6)									x
16	EXCLUSIVE Naming Rights to one Event										x

- (1) Sponsor-provided; not to exceed 3' x 10' with grommets
- (2) "Sponsor t-shirts, in sizes indicated on Sponsorship Agreement; Qty not to exceed: 2 4 6 7 8 9 10
- (3) Sponsor responsible for providing 30-second pre-produced commercial for airing OR script for 30-second commercial
- (4) Sponsor-provided; not to exceed ___' x ___' with grommets
- (5) Opportunity to buy Live Remote @ \$600 per hour - 4 breaks/hour x x x x x
- (6) throughout event

SUBMISSION DEADLINES:

Signed Sponsorship Agreement	May 15
Radio Commercials/Scripts	August 15
Payment in Full	September 1