

Benefiting The Narada Lovings Scholarship Fund

The 4th Annual  
*Show n' Shine*  
Charity Car & Audio Show



Charity Car Show & Audio Competition

**BACK BY POPULAR DEMAND**  
**BEST OF BOTH WORLDS 2008**

**SATURDAY, AUGUST 9, 2008**

Show Time : 11:00 am - 5:00 pm

Place: Maude Cobb Convention Center

**SHOW N' SHINE 2008 SPONSORS**



R&H  
MACHINES



**TEXAS LOGO PROS**



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**HTTP://WWW.LONGVIEWCARSHOW.COM**



## **:: The Purpose**

The purpose of the “Show N’ Shine” Charity Car Show is to provide a positive outlet and avenue of competition for the car restoration and car audio enthusiasts. The car restoration side of the show includes people who restore and customize vehicles with the classic car style, European car style, or low rider car style. The car audio side of the show includes people that specialize in competing in the super high fidelity sound (sound quality) and incredibly booming bass (SPL) categories. This car show also serves as a charity event benefiting the Narada Lovings Memorial Scholarship.

## **:: Our Pledge**

Our pledge is to raise the bar above the traditional car shows that are held in East Texas by creating an organized, professional environment. This will also provide a professional level of competition that motivates car club members to view the “Show N’ Shine” Charity Car Show as the top competition in East Texas.

## **:: Your Opportunity**

Becoming a sponsor of the car show allows your company to take advantage of being a part of the largest organized car show in East Texas. You will be exposed to an amazing level of marketing to both the competitors and spectators attending the competition. Your company also has an opportunity to take part of a charity event that is benefiting the Narada Lovings Memorial Scholarship fund that will benefit an honorable student in furthering their education.



## Participation & Sponsorship Proposal

### Company Description:

Tiempos Locos is a non-discriminatory car club that encourages its members to pursue the highest quality of customizations for their vehicle. Tiempos Locos runs its car club like a traditional organization, with an executive board, elected officers, and scheduled events and community service.

Presario Productions is web development and print marketing company. Presario Productions specializes in creating complete internet and print marketing plans for businesses. Presario Productions also can provide complete branding solutions for its clients, allowing them to create customer loyalty and brand recognition.

Tiempos Locos and Presario Productions joined forces in 2005 to create The "Show N' Shine" Charity Car Show. The purpose was to provide a positive outlet and avenue of competition for the car restoration enthusiast. The first year's event had approximately 50 car entrants and around 500 attendees. Last year's event was a great display of the increase in the show's popularity, with over 200 car entrants and over 1200 attendees from all over the United States. For the 2008, the "Show N' Shine" Charity car show has teamed up with Chucky's Connection to bring The United States Autosound Competition International (USACi) to run the car audio competition. USACi is the largest and most exciting sound-off organization in the world.

Based on the experience of Tiempos Locos and Presario Productions and the success of the past three shows, we have successfully created an avenue that helps promote businesses in East Texas. The ultimate benefit is that the show also helps a student in pursuing further education.

### Sponsor Benefits:

Sponsors will gain exposure through the following efforts: advertisement in magazines; public service announcements aired on Local Radio Stations, promotional CDs, mass emails from entertainment-related websites, t-shirts, e-flyers, 10,000 – 15,000 printed postcard invites, social gatherings, and radio commercial marketing.

**Details:** Date: August 9th, 2008  
Time: 11:00 am – 5:00 pm  
Location: Maude Cobb Convention Center  
Longview, Texas

**Participants:** 3,000 or more in attendance  
See the Demographics section for more information on the car show demographics

**Booth Space:** Booths Available:  
10 x 10 - \$50  
10 x 20 - \$75  
Limited space is available on a first come, first serve basis.

**Sponsorship Packages:** **Hydraulic Competition Sponsor**

**Concession Stand Sponsor**

**Raffle Sponsor**  
(See the sponsorship package section for details on requirements)

**Monetary Sponsors**

Primary Sponsor  
\$1000  
Platinum Sponsor  
\$500  
Gold Sponsor  
\$200  
Silver Sponsor  
\$100  
See the sponsorship package section for details

**Requests Required for Sponsors:** Cash Contribution  
Non-Monetary Contribution  
Partner Advertising  
Donation of Promotional Items  
Set-Up of Promotional Booth  
Media Support  
Any Combination of the Above Contributions



CORPORATE SPONSORSHIP OPPORTUNITIES INCLUDE:

**PRIMARY SPONSOR**

**SPONSOR FEE - \$1000**

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1. Title of the event: i.e. The "Show N' Shine" Charity Car Show sponsored by Presario Productions and **Your Company Name**.
2. Recognition as title sponsor in all printed materials: *10,000 postcard invites*
3. Recognition as title sponsor in all radio advertisements.
4. Recognition as title sponsor in all press releases.
5. Recognition as title sponsor in banner ads with **Your Company logo** on websites advertising the event
6. Recognition as title sponsor in all email distributions.
7. Recognition as title sponsor on signage displayed at event entrance
8. Recognition as title sponsor in advertisements for magazines: *30,000 units*
9. Recognition as title sponsor on all t-shirt advertisements: *100 units*
10. Recognition as title sponsor on the promotional mix CD: *200 units*
11. Complimentary 10x20 Booth Space at the event
12. Opportunity to add your marketing materials to the competitor's gift bags
13. Fifteen (*15*) complimentary tickets to the event
14. Verbal recognition at all related events including social events and party advertising.



PLATINUM SPONSORSHIP OPPORTUNITIES INCLUDE:

**PLATINUM SPONSOR**

**SPONSOR FEE - \$500**

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1. Recognition as sponsor in all printed materials: *10,000 postcard invites*
2. Recognition as sponsor in all radio advertisements.
3. Recognition as sponsor in all press releases.
4. Recognition as sponsor in banner ads with **Your Company logo** on websites advertising the event
5. Recognition as sponsor in all email distributions.
6. Recognition as sponsor on signage displayed at event entrance
7. Recognition as sponsor on all t-shirt advertisements: *100 units*
8. Complimentary 10x10 Booth Space at the event
9. Opportunity to add your marketing materials to the competitor's gift bags
10. Ten *(10)* complimentary tickets to the event
11. Verbal recognition at all related events including social events.



GOLD SPONSORSHIP OPPORTUNITIES INCLUDE:

**GOLD SPONSOR**

**SPONSOR FEE - \$200**

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1. Recognition as sponsor in all printed materials: *10,000 postcard invites*
2. Recognition as sponsor in banner ads with **Your Company logo** on websites advertising the event
3. Recognition as sponsor in all email distributions.
4. Recognition as sponsor on all t-shirt advertisements: *100 units*
5. Opportunity to add your marketing materials to the competitor's gift bags
6. Five *(5)* complimentary tickets to the event

SILVER SPONSORSHIP OPPORTUNITIES INCLUDE:

**SILVER SPONSOR**

**SPONSOR FEE - \$100**

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1. Recognition in banner advertisements with company logo on websites advertising the event
2. Recognition in all email distributions
3. Two *(2)* complimentary tickets to the event



## **EVENT SPONSORS**

### **Hydraulic Competition Sponsor**

- \*Monetary contributions
- \*Hydraulic kits, parts, etc.
- \*13/ 14 inch knockoff wheels and tires

### **Best of Show Award Sponsor**

- \*Monetary contributions
- \*4 ft. Trophy Donation

### **Concession Stand Sponsor**

- \*Monetary contributions
- \*Concession stand food (chips, bottled water, soda, )

### **Raffle Sponsor**

- \*Giveaways (gift certificates, door prizes, etc)
- \*Monetary contributions

### **Each event sponsor will in return be:**

1. Recognized for sponsoring which ever event your company chooses at that event location.
2. Given a Primary, Platinum, Gold, or Silver sponsor package based on value of donation. If your donation does not value to the lowest package, your company will be recognized on car show website and given complimentary tickets equivalent to the value of your donation.



**PARTICIPATION & SPONSORSHIP FORM**  
**“Show N’ Shine” Charity Car Show and Concert**  
**sponsored by Presario Productions**

**Date: August 9th, 2008**

**Contact Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

(As you would like it to appear on recognition)

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Referred By:** \_\_\_\_\_

**Payment:**

- Check enclosed made payable to Tiempos Locos
  - Primary Sponsor                      (2) available                      Sponsor Fee - \$1000
  - Platinum Sponsors                      (5) available                      Sponsor Fee - \$500
  - Gold Sponsors                              (10) available                      Sponsor Fee - \$200
  - Silver Sponsors                              (10) available                      Sponsor Fee - \$100

Payment or arrangements for sponsor choices must be made prior to June 30<sup>th</sup>, 2008  
 Checks and money orders need to be made payable to Tiempos Locos.  
 SPONSOR LOGO should be sent to [sponsors@longviewcarshow.com](mailto:sponsors@longviewcarshow.com)  
 (Graphics must be in 300 dpi JPEG, EPS, or PDF format only)



**“Show N’ Shine” Charity Car Show**  
**sponsored by Presario Productions and Tiempos Locos**

**Date: August 9th, 2008**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Referred By: \_\_\_\_\_

**Payment:**

- Check enclosed made payable to The Show N’ Shine Charity Carshow
  - 10 x 10 Booth - \$50
  - 10 x 20 Booth - \$75
  - Sponsor Vendor – Included in Primary & Platinum Sponsor Packages

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Payment or arrangements for sponsor choices must be made prior to June 28<sup>th</sup>, 2008  
Checks and money orders to be made payable to Show N Shine.  
Any questions may be directed to [info@longviewcarshow.com](mailto:info@longviewcarshow.com), or Mike Starling at 903-445-9977



## Demographics

### **Gender:**

70% Male

30% Female

### **Age:**

16 to 55 years

### **Race:**

35% Caucasians

25% Latin

20% African American

10% Oriental

10% Other

### **Income:**

Individual: \$20,000 to \$120,000

Average Household: \$35,000

### **Education:**

60% HS Diploma

10% Assoc. Degree

25% B. Degree

5% Post Graduate

### **Marital Status:**

60% Single

40% Married

### **Expenditures:**

(Average visitors spends over \$10,000 annually on automobile accessories)

(Average competitor spends over \$15,000 annually on automobile accessories)

### **Common Vehicle Vendors Visited:**

Car Audio and Custom Shops

Paint and Body Shops

Rims and Tires Shops

Car Accessories Shops

Magazines and Catalogs

Internet Based Shops



## Contact Information

### Website:

[www.longviewcarshow.com](http://www.longviewcarshow.com)

### Mailing Address:

"Show N' Shine" Charity Car Show  
419 Lura  
Longview, TX 75603

### Phone:

*Mike Starling*  
(903) 445-9977

*Alastair Hunte*  
(214) 556-5316

### Email:

[info@longviewcarshow.com](mailto:info@longviewcarshow.com)

***Sponsorships and booth space are assigned on a first-come, first-served basis and prices are subject to change without notice. We have the right to refuse selling booths to businesses we deem inappropriate.***