



SAABs@Carlisle 2018 Sponsorship Options

| Tier | Contribution | Event Shirts | Custom Mass Email | Registration Flyer | Website Link in All Emails | Your Logo on Shirts/Poster | Your Banner or Sign on Display | Tent Space Choice | Event Passes | Vehicle Passes | Vendor Spaces |
|-------------------------|--------------|--------------|-------------------|--------------------|----------------------------|----------------------------|--------------------------------|-------------------|--------------|----------------|---------------|
| Title Sponsorship | \$5,000 | 10 | 3 | X | X | X | X | First | 4 | 2 | 1 |
| Saturday Lunch | \$2,500 | 4 | 2 | X | X | X | X | Second | 2 | 1 | |
| People's Choice | \$800 | 2 | 1 | X | X | X | X | Third | 2 | 1 | |
| Tent Promotion Display | \$600 | 2 | 1 | | X | | X | Fourth | | | |
| Saturday Dinner | \$500 | 2 | 1 | | X | Cake | X | | | | |
| Welcome Party | \$400 | 2 | | | X | | X | | | | |
| Sunday Funday Show | \$400 | 2 | | | X | | X | | | | |
| Dash Plaques | \$400 | 2 | | | X | | X | | | | |
| Saturday Evening Event | \$300 | 1 | | | X | | X | | | | |
| Comfort Facilities | \$250 | 1 | | | X | | | | | | |
| Left Sleeve Event Shirt | \$250 | 1 | | | X | X | | | | | |
| Long Distance Award | \$150 | 1 | | | X | | | | | | |

- Title Sponsorship** "SAABS@CARLISLE sponsored by *your name and logo* " will appear everywhere we use the SAC logo. It will appear on all emails, printed materials, T-shirt, poster, and awards. Logo cannot fit on front of hoodies. Option to send 3 custom mass emails (through CPSC) to all 800+ email subscribers or all registered attendees.
- Saturday Lunch** As many as 300 attendees enjoy this sponsor-provided buffet lunch. You have the option of including a raffle or other drawing for what is typically the largest gathering of folks for the weekend and one of the largest gathering of SAABers all year. Custom flyer and 2 mass emails included.
- People's Choice** Saturday's main event. Show cars are parked by category with participants voting on the winner. Award plaques and ballots feature your logo. First, Second and Third Place plaques are given to winners in 20+ categories. You have option of presenting any additional awards or recognition for this event.
- Tent Promotion Display** Space is limited and is on a first-requested-first-served basis. Carlisle Events showfield sales restrictions apply.
- Saturday Dinner** New this year. Saturday evening grill-your-own dinner. You have the option of including a raffle or other drawing. Your logo can appear on the sheetcake served after dinner. Free for attendees, but your sponsorship defrays the cost of providing plates, silverware, condiments, etc.
- Weclome Party** Friday evening grill-your-own reception. Averages 150 attendees and officially kicks off the weekend.
- Sunday Funday Show** Formerly Competition of Colors, this year's event will have a variety of different classifications focusing on previously overlooked areas such as vanity plates, wheels and engine bays. Award plaques and ballots feature your logo. First, Second and Third Place plaques are given to winners in 3-5 categories. You have the option of presenting any additional awards or recognition for this event.
- Dash Plaques** Your logo along with the SAABS@Carlisle logo featured on a metal plaque provided to all pre-registered cars.
- Saturday Evening Event** Past years events have included drive-in movies, trivia contests and games. Your sponsorship provides popcorn/snacks and defrays any other costs.
- Comfort Facilities** Your signage appears on two of the most visited attractions on our showfield.
- Left Sleeve Event Shirt** Your logo appears on the sleeve of all event tees.
- Long Distance Award** Gas card presented (during Saturday awards ceremony) to attendee that drove the longest to get to Carlisle.