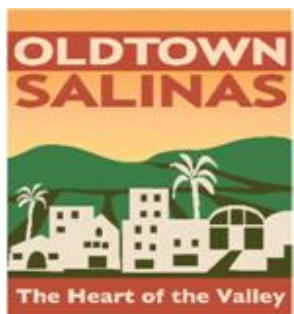


*2009 Passport To Cherry's
Sponsorship Opportunities*



September 23, 2009
Oldtown Salinas
5:00-8:00 pm



Oldtown Salinas Association
10B Mid-Town Lane
Salinas, CA 93901
831-758-0725 phone 831-758-0503 fax
www.oldtownsalinas.com

Event Exposure

Join the Oldtown Salinas Association as a spectacular display of classic cars and chrome-bedecked motorcycles line the streets of Oldtown Salinas for our 10th annual *Passport to Cherry's* on September 23, 2009 from 5-8 p.m.

We present a fantastic opportunity for you or your business to be a proud sponsor of this annual event. With various sponsorship levels and benefits, not to mention an evening of classic fun, you can help support the activities and economic development of Oldtown while advertising your business to hundreds of visitors.

The Oldtown Salinas Association, in partnership with the Salinas Valley Memorial Hospital Foundation presents this event as a kick-off to the following weekend's Cherry's Jubilee event at Laguna Seca. Guests will enjoy strolling through the historic streets of Oldtown while sampling foods, wines, and coffees from local restaurants and listening to local entertainment.

This event will be advertised in print, on radio and television, and will be publicized through various electronic methods. Tickets will be available online and at numerous restaurants and businesses throughout Salinas prior to the event.

Cost of the event is \$20 in advance or \$25 the day of the event for adults, \$5 for children. For further information, call the Oldtown Salinas Association office at 758-0725 or email



Sponsor Levels

Oldies in Oldtown **\$3,000**

Company logo on banner prominently displayed at event
Company logo on TV ads and mentioned as co-presenter
Company mentioned as co-presenter in radio spots
Company logo on Passport website page
Company logo on all print advertising
Company ad in Passport Program (4" x 7" ad size)
12 complimentary tickets to the event

Show-n-Shine **\$2,000**

Company logo on TV ads
Company mention in radio spots
Company logo on Passport website page
Company logo on all print advertising
Company ad in Passport Program (4' x 3.25" ad size)
10 complimentary tickets to the event

Dancing in the Streets **\$1,000**

Company logo on TV ads
Company logo on Passport website page
Company or individual name on all print advertising
Company logo in Passport Program
8 complimentary ticket to the event

Flavors of Oldtown **\$500**

Company or individual name listed on Passport website page
Company or individual name on all print advertising
Company or individual name in Passport Program
6 complimentary tickets to the event



Oldtown's Passport To Cherry's

Sponsorship Agreement

Yes, I would like to be a sponsor at the following level:

Oldies in Oldtown	\$3,000	Dancing in the Streets	\$1,000
Show-n-Shine	\$2,000	Flavors of Oldtown	\$500

CONTACT INFORMATION:

<i>BUSINESS NAME</i>	<i>BUSINESS PHONE</i>
<i>CONTACT NAME</i>	<i>BUSINESS FAX</i>
<i>ADDRESS</i>	<i>EMAIL ADDRESS</i>
<i>CITY, STATE, ZIP</i>	<i>WEBSITE</i>
<i>NAME AS YOU WISH TO BE ACKNOWLEDGED (notice will be given to capitalization and punctuation)</i>	
<i>Notes:</i>	

Ad Details:

Ad requirements will be provided upon receipt of sponsorship agreement.

All ad content is due by August 1st

Ad layout is available for an additional fee.