

# Oldtown's Passport To Cherry's Sponsorship Agreement

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

Oldies in Oldtown	\$1,500	Show-n-Shine	\$500
Dancing in the Streets	\$1,000	Flavors of Oldtown	\$300

## CONTACT INFORMATION:

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

### 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.

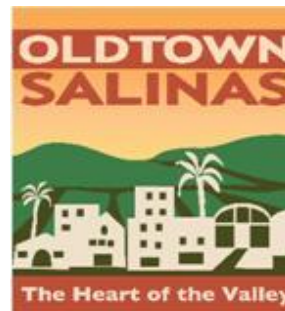
# 2010 Passport To Cherry's Sponsorship Opportunities



September 8, 2010

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](http://www.oldtownsalinas.com)

## Event Exposure

Join the Oldtown Salinas Association as a spectacular display of classic cars line the streets of Oldtown Salinas for our 11<sup>th</sup> annual *Passport to Cherry's* event on Wednesday, September 8, from 5:00 p.m.-8:00 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 Salinas while advertising your business to thousands of locals and visitors.

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 participating restaurants prior to the event, and within Rabobank at 301 Main Street on event day.

Guests will enjoy strolling along the historic streets of Oldtown sampling food and drink from local restaurants while listening to local entertainment. The Oldtown Salinas Association, in cooperation 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.

**Tickets are \$20 for adults, \$5 for children. For further information, call the Oldtown Salinas Association office at 758-0725 or [director@oldtownsalinas.com](mailto:director@oldtownsalinas.com)**

\*Kids' Zone activities offer a family-friendly atmosphere for young enthusiasts!

## Sponsor Levels

### ***Oldies in Oldtown*** **\$1,500**

- ◆ Company logo prominently displayed at all band locations
- ◆ 4 Sponsor mentions at all band locations
- ◆ Company logo on TV ads
- ◆ Company mention in radio spots
- ◆ Company logo on Passport website page and all print ads
- ◆ Company ad in Passport Program (4" x 7" ad size)
- ◆ 8 complimentary tickets to the event

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

- ◆ Company logo on banner displayed at one band location
- ◆ 4 Sponsor mentions at one band location
- ◆ Company logo on TV ads
- ◆ Company mention in radio spots
- ◆ Company logo on Passport website page and all print ads
- ◆ Company ad in Passport Program (4' x 3.25" ad size)
- ◆ 6 complimentary tickets to the event

### ***Show and Shine*** **\$500**

- ◆ Company logo on Passport website page
- ◆ Company or individual name on all print advertising
- ◆ Company logo in Passport Program
- ◆ 4 complimentary tickets to the event

### ***Flavors of Oldtown*** **\$300**

- ◆ Company or individual name on Passport website page
- ◆ Company or individual name on all print advertising
- ◆ Company or individual name in Passport Program
- ◆ 2 complimentary tickets to the event