

Cruisin' Gratiot

2010

Sponsorship opportunities

12th Annual Cruisin' Gratiot week of
events June 14 - June 19, 2010

Help make a difference!

All proceeds benefit local charities

The Event

Cruisin' Gratiot attracts 200,000 people and thousands of classic cars to Eastpointe, Michigan every year in June with a week's worth of family-friendly automotive events along a two-mile stretch down the famed Gratiot Avenue (8 to 10 mile Roads) –making it the largest classic car Cruise in Macomb County. Cruisin' Gratiot is the only car cruise in Michigan with approval from MDOT for a dedicated lane just for the cruisers!

As the City of Eastpointe celebrates their 80th anniversary during the 2010 season, Cruisin' Gratiot also continues to celebrate the Motor City's music heritage with the Cruisin' Gratiot Idol contest which is in its 5th year of showcasing the talents of local singers all for a good cause.

All of this would not be possible without the Cruisers who enjoy riding down Gratiot memory lane, the many volunteers and of course our sponsors.

Cruisin' Gratiot Program Ads

Promote your company in our new program!

New this year will be a Cruisin' Gratiot Program that will include all of the week's events, plus Cruisin' Gratiot Idol Semi-finalists for the Youth, Teen and Adult Division. Along with this will be a Cruisin' Gratiot Map insert with all activities taking place. Major sponsors that are promoting goods or services on Cruise Day will be listed on the site map as part of their sponsorship package.

The Cruisin' Gratiot Program will be distributed at all of the week's events while supplies last. Cruisin' Gratiot reaches over 200,000 people during the week of events.

Advertising opportunities in this program are as follows:

- ❖ Full page ad (8 1/2 x 11) \$200.00 (Full page ad cost includes signage in Idol Tent on 6/18/10 and 6/19/10)
- ❖ 1/2 page ad \$125.00
- ❖ 1/4 page ad \$75.00
- ❖ Business Card size ad \$35.00

Cruisin' Gratiot Plaque Sponsorship

Promote your company on our "Exclusive Numbered Plaque"
(Right: 2008 artwork proof of actual plaque)

For the very nominal fee of \$150.00, your company (logo included) can be featured on our annual "Exclusive Numbered Plaque".

The artwork appears on a polished metal plate which is mounted on an attractive 8x10 Cherry wood plaque.

For years, our package plaques have been highly collectible. Cruisers save and display plaques of years past to commemorate their years of participation and support.

Having your business showcased on our annual plaque is a lasting impression that shows your support of the local community.



These are cost effective ways to get your message out as well as supporting local charities. Below are a few charities that we have helped in the previous 11 years. We thank you for any support you can give especially during these difficult times!

Champions for Life/Vision Hope
Turning Point
Leukemia and Lymphoma Society
Vietnam Color Guard, Mt. Clemens
Goodfellows
Eastside Teen Outreach

Rhonda Walker Foundation
Evangelical Homes of Michigan
Lupus Foundation
MI-Cops
Lighthouse Outreach
Bellevue Softball Club

Camp Shamrock
East Detroit Public Schools Intramural Basketball
East Detroit High School Scholarship
Eastpointe Networking Forum
Cub Scout Pack 1442
St. Veronica's Youth Group

Sincerely,

Karen Arondoski
President
Cruisin' Gratiot

DEADLINE: May 20th, 2010; Please Contact Sue at (586) 552-1366 or email at: sue_vssh@yahoo.com

Copper Sponsorship

A \$1,300 sponsorship investment is required

- ❖ **Business name will be listed on the sponsor page of the Cruisin' Gratiot Web site, www.cruisin-gratiot.com**
- ❖ **One (2) Cruisin' Gratiot T-Shirts**
- ❖ **Inclusion of business name on Cruisin' Gratiot's Cruise Week traveling banner and continuous recognition from Cruisin' Gratiot Entertainment announcers**
- ❖ **A C&G Newspaper 50% off sponsor discount certificate for any advertising your company may place in the special Cruise section ~ distributed to over 100,000 consumers**
- ❖ **Inclusion in radio package TBD**
- ❖ **Business name and hyperlink on events page**
- ❖ **Radio sponsorship is included in your package; therefore it is considered a charitable donation.**
- ❖ **Signage and sponsor booth (5x10) at a high-visibility location on Friday, June 18 & Saturday, June 19 (Cruise Day). Sponsor may utilize booth location for product display, promotional giveaways, and data collection (You provide table, chairs, pop up tent etc.)**

Classic Car Show and Trophy Sponsorship

A \$2,500 sponsorship investment is required

- ❖ **Sponsor of one (1) classic car show held during the week. Specific show day depends on availability of shows remaining**
- ❖ **Trophies with your company name and logo engraved for winners of classic car shows**
- ❖ **Inclusion of business logo on Cruisin' Gratiot T-shirts**
- ❖ **Two (2) tickets to the V.I.P. tent on Cruise Day (food and soft drinks)**
- ❖ **Two (2) Cruisin' Gratiot Sponsor T-Shirts**
- ❖ **Inclusion of business name on Cruisin' Gratiot's Cruise Week traveling banner**
- ❖ **Continuous recognition by Cruisin' Gratiot entertainment at all events**
- ❖ **Business name included on the sponsor page of the official Cruisin' Gratiot Web site, www.cruisin-gratiot.com and hyperlink to your company's Web site. (Cruise Web site will be linked to official radio sponsor's Web site as well)**
- ❖ **A C&G Newspaper 50% off sponsor discount certificate for any advertising your company may want to place in the Special Cruise Section ~ distributed to over 100,000 consumers**
- ❖ **Signage at prominent locations along the Cruise route on June 19th (Cruise Day)**
- ❖ **Inclusion in radio package TBD**
- ❖ **Radio sponsorship is included in your package; therefore it is considered a charitable donation.**
- ❖ **Signage and sponsor booth (10x10) at a high-visibility location on Friday, June 18 & Saturday, June 19 (Cruise Day). Sponsor may utilize booth location for product display, promotional giveaways, and data collection (You provide table, chairs, pop up tent etc.)**

Classic Car Show and Trophy Sponsorship

A \$3,500 sponsorship investment is required

- ❖ **Sponsor of one (1) classic car show held during the week. Specific show day depends on availability of shows remaining**
- ❖ **Trophies with your company name and logo engraved for winners of classic car shows**
- ❖ **Inclusion of business logo on Cruisin' Gratiot T-shirts**
- ❖ **Two (2) tickets to the V.I.P. tent on Cruise Day (food and soft drinks)**
- ❖ **Three (3) Cruisin' Gratiot Sponsor T-Shirts**
- ❖ **Inclusion of business name on Cruisin' Gratiot's Cruise Week traveling banner**
- ❖ **Continuous recognition by Cruisin' Gratiot entertainment at all events**
- ❖ **Business name included on the sponsor page of the official Cruisin' Gratiot Web site, www.cruisin-gratiot.com and hyperlink to your company's Web site. (Cruise Web site will be linked to official radio sponsor's Web site as well)**
- ❖ **A C&G Newspaper 50% off sponsor discount certificate for any advertising your company may want to place in the Special Cruise Section ~ distributed to over 100,000 consumers**
- ❖ **Signage at prominent locations along the Cruise route on June 19th (Cruise Day)**
- ❖ **Inclusion in radio package TBD**
- ❖ **Radio sponsorship is included in your package; therefore it is considered a charitable donation.**
- ❖ **Signage and sponsor booth (15x10) at a high-visibility location on Friday, June 18 & Saturday, June 19 (Cruise Day). Sponsor may utilize booth location for product display, promotional giveaways, and data collection (You provide table, chairs, pop up tent etc.)**

Gold Sponsorship

A \$5,500 sponsorship investment is required

- ❖ **Logo recognition on all Cruisin' Gratiot print ads (listing your business as an official sponsor) in C&G Newspapers**
- ❖ **A 2" x 2" ad in the C&G Newspaper Special Cruisin' Gratiot special insert distributed to over 100,000 consumers**
- ❖ **A C&G Newspaper 50% off sponsor discount certificate for any additional advertising your company may want to place in the Special Cruise Section distributed to over 100,000 consumers**
- ❖ **Inclusion in press releases for Cruisin' Gratiot**
- ❖ **Logo recognition on the main & sponsor pages of the Cruisin' Gratiot Web site, www.cruisin-gratiot.com (Cruise Web site will be linked to official radio sponsor's Web site as well)**
- ❖ **Inclusion of business logo on Cruisin' Gratiot's Cruise Week traveling banner**
- ❖ **Inclusion of business logo on Cruisin' Gratiot T-shirts**
- ❖ **Inclusion in e-blast to a targeted list of Cruisers**
- ❖ **Five (5) Passes to VIP Tent on Cruise Day (this includes food and soft drinks) along with a meal at one of our local restaurants on the day of the Cruise**
- ❖ **Signage and sponsor booth (20x20) at a high-visibility location on Friday, June 18 & Saturday, June 19 (Cruise Day). Sponsor may utilize booth location for product display, promotional giveaways, and data collection (You provide table, chairs, pop up tent etc.)**
- ❖ **Five (5) Cruisin' Gratiot Sponsor T-Shirts**
- ❖ **Continuous recognition by Cruisin' Gratiot entertainment at all Cruise Events**
- ❖ **Company will receive a business flag stating you are a sponsor of the 11th Annual Cruisin' Gratiot for display at your business**
- ❖ **Radio sponsorship is included in your package; therefore it is considered a charitable donation.**