



Thank you for taking interest in sponsoring GermanAutoBASH in 2012! We are very excited for this year's event and we hope that your business will be able to join us as we strive to provide one of the premiere Euro car shows in the Midwest.

We have many ways for your business to get involved in our show that will meet both your budget and target audience desires. In this brochure you will find a full informational breakdown of how sponsoring GermanAutoBASH can benefit your business. There's something for everyone!

If you have any questions, concerns, or would like to proceed with becoming an official GermanAutoBASH 2012 sponsor, please contact your representative at their email address or at the following address:

sponsors@GermanAutoBASH.com

Thank you for your interest and we look forward to having you and your business involved with the furthered excellence and success that is GermanAutoBASH!

Sponsorship Opportunities

Description of the various sponsorship opportunities are listed below.

❖ **Raffle Donation**

Products your business provides to the show will be raffled off to attendees, with proceeds being sent to a charity or foundation that is to be determined. Items can range from small merchandise to shirts, gift certificates, car parts, or anything your business wishes to offer to our raffle.

❖ **Website Banner Advertisement**

An image advertising your business is placed on every page on the GermanAutoBASH website in addition to your businesses' logo being placed near the top of the homepage.

❖ **Promotional Media**

Your business' logo is placed on flyers and promotional postcards distributed around the region to be handed out at local events, car shows, and cruises.

❖ **Official GAB Shirts**

Your business' logo placed on the backside of the official GermanAutoBASH shirt that will be sold at the show on July 14 & 15

❖ **Trophy Sponsor**

On a trophy or trophies, your business's name and/or logo placed in conjunction with the class for the trophy. When purchased, business name will also be displayed on website for the given class(es).

❖ **On-Site Sponsoring**

Bring your business to the show and demonstrate, promote, and sell your product to those who are in attendance at GermanAutoBASH 2012! Your business will have a designated placement for your setup (appx. a 10'x20' area) nearest the DJ Booth and Show Operations tent, along with nearest to where everyone will gather for the raffle and trophy presentations.

❖ **Title Sponsor**

This is the top-of-the-top sponsoring level. Your business's name will be placed in conjunction with the GermanAutoBASH name on the website and prominently on all promotional media. Your business's logo will also appear on the front side of the official shirts and with the GAB logo on the trophies. Your on-site setup will be placed closest and most prominently with the largest presence at the show.

GermanAutoBASH Sponsorships

Sponsorship Level	2012 Price	Shirts (placement, colors)	Website & Online Forums ⁴	Facebook Presence ⁴	On-Site at Show	Flyers/ Postcard Promotional Media
Title (one per year)	\$500	Front + Back (top), 2 color	Header Image on every page; Banner Ad; Top of Forum Posts; Sponsors Page	Facebook & Twitter logo; Page Title, Sponsor Photo Album Cover	Prominent placement in vendor area; promo material in reg. bags ³	Front, full color
Platinum	\$250	Back, 1 color	Banner Ad; Forum Posts; Sponsors Page	Facebook Sponsor Photo Album	Designated area in vendor area of show; promo media in reg. bags ³	Back, single color
Gold	\$150	Back, 1 color	Banner Ad; Forum Posts; Sponsors Page	Facebook Sponsor Photo Album	Promo media in reg. bags ³	Back, single color
Silver	\$100	Back, 1 color	Banner Ad; Sponsors Page	Facebook Sponsor Photo Album	Promo media in reg. bags ³	N/A
Web Only	\$50	N/A	Banner Ad; Sponsors Page	Facebook Sponsor Photo Album	Promo media in reg. bags ³	N/A
Raffle Donation¹	\$0	N/A	Listed under "Raffle Donors" on Sponsor Page	Facebook Raffle Donors Photo Album	Business name and item(s) donated mentioned during raffle	N/A
Trophy Sponsor²	\$35 per Show Class	N/A	Business Name listed with respective class(es); Business Name printed on respective trophy/trophies.	Business Name listed with respective class(es)	On Trophies; Business name mentioned during trophy presentations	N/A
Audience		Show car registrants; Show attendees; Re-wearing	Enthusiasts worldwide; show preregistrations; Merch Sales; Regional enthusiast forums	Auto enthusiasts, primarily in Midwest Region	Show Attendees	Shops, Events, Sponsors, LBR Rallies in Region

¹ Raffle donations can be made outside of other sponsorships and is highly recommended.

² This type of sponsoring is an "add-on" and purchasable separate of other sponsorship levels. No prerequisite registration commitments necessary. Limited to one sponsor per trophy

³ Promotional media can include, but is not limited to: flyers, stickers, pens, souvenirs, etc. Items are at the discretion of the sponsor AND is entirely voluntary

⁴ All logos on Sponsor website and Facebook photo album will include tagline, contact info, and link to website (where applicable)