

6th Annual
Solvang Wheels 'N Windmills
CAR SHOW

Saturday, August 28, 2010

Advertising Opportunities

Major: Merchant's Name and/or Logo

Web site – Posted on our website and a link from wheelsnwindmills.com website to your website (Event and Trophy Sponsor only). Merchant sponsor's names will be listed on sponsor's page.

Promotional Event Posters – Minimum of 100 will be displayed at various locations throughout the county.

Registration Flyers – Minimum of 1,000 will be produced. They will be distributed at various car shows starting in May. E-mail versions will be sent to all previous on-line registrants from 2009.

Drive Magazine – Display ad to run for the month of July. (Event sponsor only)

BOC Awards – Best of Class Award with sponsor's name on it presented to one of the class winners at the awards ceremony. Award Sponsor is announced at time of presentation.

Merchant Awards – Award of Excellence Plaque with sponsor's name on it is presented to selected cars during the show and at the awards ceremony.

Note: All Merchants are encouraged to attend the event, choose the vehicle they want their "Merchant Award" to go to, and present their award to the owner of the vehicle. A picture will be taken of the presentation and the merchant will receive 2 copies of the picture. The picture will also be displayed on the web site.

Other event advertising examples:

Drive Magazine – Calendar of events ad to promote the event is run from April through August.

Solvang calendar of events flyer – Local flyer will run ad for the month of August.

Local papers – Promotional articles and pictures providing the date and details of the event.

Local Radio stations – Will broadcast the car show date and time for one week prior to the show date.

****** ALL PROCEEDS WILL BENEFIT LOCAL CHARITIES AND THE PROGERIA FOUNDATION ******

Advertising Sponsorship Fee Provides

Event Sponsor \$750 - \$1,000	Trophy Sponsor \$350 - \$500	Merchant Sponsor \$75 Minimum
Name/company logo & website link on show's website home page.	Sponsor's name on one "Best of Class" (BOC) trophy.	One Merchant Award with the name of the sponsor.
Name/company logo on all major sponsor's advertising (space permitting). This includes radio ads, event T-shirt, event poster, reg. flyer, & large banner.	Name/company logo & website link on car show website sponsor page, event poster, reg. flyer and small welcome banner.	Sponsor's name listed on page in website and on the flyers.
One BOC trophy and Merchant Award with name of sponsor.	One Merchant Award with the name of the sponsor.	

**All Sponsor fee's are tax deductible. Make checks payable to: Wheels 'N Windmills Car Show
Mail Checks to: Dan Hoagland, PO Box 93, Santa Ynez, CA. 93460**

For further information please call Bob Stokes at (805) 688-6112 or Dan Hoagland at (805) 693-9283