



12th Annual

Saratoga Classic/Cool Car Show

Sunday, July 23, 2023

Business Promotion Opportunities

Promote your business at the 2023 Saratoga Classic & Cool Car Show in the Historic Saratoga Village.

The Saratoga Classic and Cool Car Show is a premier Northern California event attracting local residents as well as out of town visitors to the Historic Saratoga Village for excellent food, live music, and shopping. State Hwy. 9 will be re-routed so that Big Basin Way in the Historic Saratoga Village can be closed on Sunday for this special event! Nearly 300 show cars and thousands of visitors are expected. The Car Show is heavily promoted throughout the Bay Area online, on the radio, through social media platforms, print ads, and through the Saratoga Chamber of Commerce activities. See **SaratogaCarShow.com** for SARATOGA CAR SHOW WEEK events and for other promotional opportunities the week leading up to the car show.

If you want to target high net worth clients, this is the event to do it!

All Promotion Opportunities listed on the reverse include these “Basic” benefits:

1. Discounts at the Saratoga Chamber of Commerce Store during the week of the Car Show
2. Your business listed as a Proud Sponsor of the 2023 Saratoga Classic Car Show on the Car Show & Saratoga Chamber of Commerce websites.
3. Display Space for a company brochure at the SPONSOR TABLE at the 2023 Car Show

Give your business a boost by participating in this prestigious and highly anticipated event. Contact Tiger Teerlink at (408) 828-9614 or Kelly Medrano at (408) 867-0753 or visit saratogacarshow.com



SaratogaCarShow.com



2023 Business Promotion Opportunities

1. **“Rock Out” Sponsor \$5,000 (1 available)**

Your company will get featured in 30 radio spots during the week before the Car Show. You are invited to participate in the making of this 45-second radio spot which invites the entire South Bay Area to the Car Show.



2. **“Start Your Engines” Sponsor \$3,500 (1 available)**

You will be the primary 2023 Saratoga Classic Car Show Kick-Off Event sponsor. Your company will have a table with your representative there to promote your business to the participants and answer their questions. Banner space available.



This prestigious event will be held on Saturday, July 15th to signal the official start of Saratoga's CAR SHOW WEEK. Your business name will be included in all advertising weeks before the event.

3. **“You are the Boss” Sponsor \$2,000 (1 available)**

Your company will be the Primary Sponsor for the downtown parking lot (Bank of America parking lot within the center of the town). You get to design the entrance and theme to the only downtown parking lot used for general show car parking and get live stage plugs to visit your location.

4. **“Keep on Truckin” Sponsor \$2,000 ea. (2 available)**

You will be the exclusive Car Show Sponsor at the two pick-up/drop-off spots of the official car show shuttle. You may have one 10' x 10' space at each location to put up a pop-up tent with your company's 2' x 10' banners.

5. **“Know the Spot” Sponsor \$1,500.00 (1 available)**

Your company will be dominantly displayed on the back side of the official Car Show Street Map distributed to all show cars and visitors, before and during the Car Show.

6. **“Key” Sponsor \$750.00 ea. (16 available)**

1. Your logo on the official poster (time permitting)
2. Your logo on the official postcard. 10' X 10' space at the Car Show for your table to be used to promote your business.
3. Four live stage announcements thanking your business for its participation.

7. **“Wet Your Whistle” Sponsor \$700 (6 available)**

2' x 10' banner advertising space at one of 4 beverage locations located in the center of town.

8. **“Right On” Sponsor \$1000.00 (6 available)**

3' x 8' banner advertising space on the main stage. You provide the banner, and we hang it on the stage located in the center of town.

9. **“I'm Here” Sponsor \$350 (6 available)**

10' x 10' table space at the Car Show for your table to be used to promote your business. This cannot be used for selling products. If you want to sell products, please go to Vendor registration and request to become a vendor. Our Vendor Coordinator will follow up with you promptly.

10. **“Look At Me” Sponsor \$300 (10 available)**

3' X 8' Banner Space during the Car Show your banner with your business name. Your banner to be delivered to the Chamber of Commerce by July 14th for space planning. Placement of your banner shall be in the sole discretion of the Saratoga Chamber of Commerce.

11. **“You're The Best” Sponsor \$250 ea. (10 available)**

An award to the show car of your choice. Example: Award plaque says “Best Vintage Car” awarded by ABC Winery,” or “Sweetest Ride” awarded by XYZ Candy Company.

Contact Tiger Teerlink to design a custom sponsorship or visit SaratogaCarShow.com to register your business promotion choices and to make payment.

Sponsor Contact Information: Tiger and Cody Teerlink (408) 828-9614, Tiger@compass.com (Subject: “Car Show”) or Saratoga Chamber of Commerce: (408) 867-0753, Info@SaratogaChamber.org.



Additional 2023 Business Promotion Opportunities

12. Role Call - \$350 (1 available)

Your Company Name/Logo displayed at the Show-Car registration area where every car entering the show is greeted, checked-in and staged at, before entry to their positions on Big Basin Way in Saratoga.

Your 3 x 10 ft. banner (to be used on the Registration tent), and your 6, 2 x 3 ft. rigid signs (to be used on A-frames) promoting your business will provide a high-visibility opportunity for brand exposure.



13. Like Your Bike (or skateboard) - \$700 (2 available)

Your electric bike/skateboard company to have an area at the car show for people to see and order your product. Plus, 3 stage announcements.

14. Movie Magic - \$ 3000 (1 Available)

Your car show company display to be shown in the 2023 Saratoga Classic and Cool Car Show video, to be made at the show, and thanked for your support.

15. Victory Lane Awards - \$2,500 (1 available) - Your Business name to be: **SOLD**

A) On 10 show-car awards presented at the show (1. Best 50's Car; 2. Best 60's Car; 3. Best Engine; 4. Best Get Away Car; 5. Best Paint; 6. Best Red Car; 7. Best Truck; 8. Best 4W Drive; 8. Best European; 9. Best Convertible; 10. Best Custom.)

B) On each of the 10 trophies/plaques. ("Presented by -Your Company Name Here-")

C) On the awards table. (you provide the 2 x 3 ft. sign)

D) Mentioned in 3 Stage Announcements thanking your company for its contribution.

E) Displayed on related advertising about the awards process.

16. Picture Pit-Stop Sponsorship - \$2,500 (1 available)

Sponsor a photo booth where attendees can take fun and memorable pictures with branded backgrounds or props, with logo and branding incorporated into the photo booth area and printed on the pictures as a keepsake.

17. Lucky Lugnuts Raffle - \$1,500 (1 available)

Sponsor a raffle with ONE exciting prize donated by a single sponsor or local businesses, with logo displayed on raffle tickets, signage, and in promotional materials.

18. Misting Oasis - \$2,000. (1 Available)

A Misting Station (approximately 10 by 20 ft with a fan misters that will be strategically placed in a high-traffic area and provide a much-needed respite from the sun. The sponsor's logo and branding will be prominently displayed with the misting station, including banners/signs, as well as in promotional materials. This unique sponsorship opportunity allows the sponsor to associate their brand with comfort and relief during a hot outdoor event, leaving a positive and lasting impression on attendees

19. Forget me Not - \$1500. (1 Available)

Your company name and logo and contact information on:

A) the Drink wristbands distributed at the show showing proof of age.

B) Two "Speedy Meal" tickets distributed to each registered show-car.

20. Customized Cruisers Package

Tailor a package to meet the sponsor's unique needs and budget, including any combination of individual sponsorship opportunities.

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