



SPONSORSHIP OPPORTUNITIES

April 21 & 22, 2018
Jackson County Expo

Better Car Shows LLC is pleased to announce the 2018 Medford Rod & Custom Show. The 2018 Show will be the 41st year for this Southern Oregon tradition. This year's show will be held on April 21 & 22 at the Jackson County Expo Center.

With the indoor and outdoor shows, there will be over 400 of the West Coast's coolest cars, trucks and motorcycles on display. Vehicles will be competing for trophies and our \$1,000 Best of Show cash prize. The vendors this year will include some of the biggest names in the automotive industry.

The Southern Oregon area is a hot bed of classic cars and hot rod enthusiasts. For the past 40 years, builders, families, friends and many others with a passion for classic cars and hot rods have been coming to this show.

We are offering a variety of sponsorship levels and hope you will want to be a part of this great event. In return for your support, we offer sponsor exposure for your products to our car enthusiast audience. All major sponsors will be included in our advertising on TV, radio, newspaper, magazines, fliers, posters, event shirts and announcements during the show.

Don't let this year pass you by without joining us for the special 41st anniversary show.

PRESENTING SPONSOR—\$7,500

- Your logo will be featured as a sponsor on the show posters and T-shirts, newspaper, radio and TV ads.
- 10x50 booth (a \$1,000 value)
- 7 V.I.P Passes
- 20 Passes to the show. Additional discount tickets available.
- Company name and logo posted on show website with link to your company website.
- Opportunity to hang 4 banners at the show.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotion items (provided by the sponsor) at the event for inclusion in exhibitor goodie bags.

CONTRIBUTING SPONSOR—\$5,000

- Your logo will be featured as a sponsor on the show posters and T-shirts, radio and TV ads.
- 10x40 booth (a \$800 value)
- 5 V.I.P Passes
- 10 Passes to the show. Additional discount tickets available.
- Company name posted on show website with link to your company website.
- Opportunity to hang 3 banners at the show.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotion items (provided by the sponsor) at the event for inclusion in exhibitor goodie bags.

PARTICIPATING SPONSOR—\$2,500

- 10x30 booth (a \$600 value)
- 10 Passes to the show. Additional discount tickets available.
- Company name posted on show website with link to your company website.
- Opportunity to hang 2 banners at the show.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotion items (provided by the sponsor) at the event for inclusion in exhibitor goodie bags.

GENERAL SPONSOR—\$1,000

- 10 Passes to the show. Additional discount tickets available.
- Company name and logo posted on show website with link to your company website.
- Opportunity to hang 1 banners at the show.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotion items (provided by the sponsor) at the event for inclusion in exhibitor goodie bags.

GENERAL SPONSOR—\$500

- 5 Passes to the show. Additional discount tickets available.
- Company name and logo posted on show website with link to your company website.
- Company name posted as sponsor on the sponsorship board at the show.
- Distribution of approved promotion items (provided by the sponsor) at the event for inclusion in exhibitor goodie bags.

TROPHY SPONSOR—\$100

- 1 Pass to the show for every \$100 donated to the award fund.
- Company name posted as sponsor on the sponsorship board at the show.

Each sponsorship level will receive a sponsor award to be given out at the show. In addition, each sponsor will be recognized with sponsorship plaque.