



## SPONSORSHIP OPPORTUNITIES

42nd Annual Medford Rod & Custom Show  
April 20-21, 2019  
Jackson County Expo

Better Car Shows LLC is pleased to announce the 2019 Medford Rod & Custom Show. The 2019 Show will be the 42nd year for this Southern Oregon tradition. This year's show will be held on April 20th & 21st 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.

This year we are very excited to announce that the Medford Rod and Custom Show will be one of the ten shows in the United States where vehicles can compete for the **Street Rodder Magazine Top 100 Cars of the Nation**. Ten vehicles will be picked at the show by the Street Rodder crew to be featured in the magazine, plus each recipient will receive one of the very prestigious Top 100 Jackets. Winners from this and the other nine shows held around the U.S. will be eligible to compete for the Top Vehicle in the Nation and a \$30,000 prize.

In addition to the exciting Street Rodder awards, vehicles at the Medford Rod & Custom Show will be competing for trophies and a \$1,000 Best of Show cash prize. The vendors this year will include some of the biggest names in the automotive industry.

John Gilbert, editor at Street Rodder Magazine and Mopar Muscle Magazine, will be live streaming from the show. Rodding & Racing Magazine will also be present at the show looking for vehicles to highlight in future editions. This year we will also be joined by Easy Rider Magazine who will be covering the show as well as judging the motorcycle awards.

The Southern Oregon area is a hot bed of classic cars and hot rod enthusiasts. For the past forty-one 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 automobile and motorcycle audience. All major sponsors will be included in our advertising on TV, radio, newspaper, magazines, fliers, posters, tee shirts and announcements during the show.

Thanks to the generous support from our sponsors, vendors and attendees at the show, we have donated \$10,000.00 to the Skills USA Program and Familia Unida Bicycle Build Program. Your sponsorship will help us in continuing to support these programs and the youth in our community.

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

### **PRESENTING SPONSOR—\$5,000**

- 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—\$2,500**

- 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—\$1,500**

- 10x30 booth (a \$600 value)
- 10 Passes to the show. Additional discount tickets available.
- Company logo on flyers.
- 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 logo on flyers.
- 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.**