



SPONSORSHIP OPPORTUNITIES

48th Annual
Medford Rod & Custom Show
April 26 & 27, 2025

Rogue X Event Center
Medford Oregon

Better Car Shows LLC is pleased to announce the 2025 Medford Rod & Custom Show. This year the show will continue its Southern Oregon Tradition and is being held at the Rogue X Event Center in Medford, Oregon.

All vehicles at the Medford Rod & Custom show will be competing for trophies and a \$2,000 Best of Show cash prize. The vendors this year include some of the biggest names in the automotive industry. In past years we have hosted custom car legends Gene Winfield, John D'Agastino and Oz Welch. We are also pleased to have Custom Mike attend again. He has been producing live streaming of the show in previous years that is seen all over the world by his over 200 million viewers.

Southern Oregon is a hot bed of classic cars and hot rod enthusiasts. For over 47 years builders, families, friends and others with a passion for classic cars and hot rods have been coming to this show. In addition to local favorites, this show has continued to bring to the area top quality show cars from all over the West Coast and Canada. Many of the top show cars featured at the show have been million dollar one of a kind builds.

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 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 previous shows, we have donated an average \$10,000 annually to local youth programs. Your sponsorship will help us in continuing to support the youth in our community.

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

Sponsorship levels continued on reverse side — >

TITLE SPONSOR—\$10,000

See Separate page

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 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 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.

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 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—\$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.

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.