

# CAR CRAFT

LIQUID. FAST. REAL.

# SUMMER NATIONALS

# 2011 SPONSORSHIP PROGRAM



**July 22 - 24, 2011**

Minnesota State Fairgrounds — St. Paul, MN



Get ready to go **NATIONAL** and reach over **40,000** enthusiasts. In 2010, the **Car Craft Summer Nationals** saw 5,356 participating vehicles and 33,967 spectators.

Now is the time for you to join the country's definitive showcase of customized cars. On July 22, 23, & 24, 2011, the **Car Craft Summer Nationals** lets fans from across the country show off and appreciate the spirit of American street machines. Performance sponsors and vendors mingle with enthusiasts along a spectacular automotive midway, while burnout contests, dyno challenges, and autocross challenges let the hardcore fans put their vehicles to the ultimate test.

### **SPONSORING THE CAR CRAFT SUMMER NATIONALS GETS YOU:**

- Exposure to over 40,000 enthusiasts over three days.
- Fans across every age and demographic, sharing a common bond of the automobile.
- Product sampling and interaction with your best customers.
- Opportunities for exposure on Car Craft's center stage.
- Extended reach to over 3 million consumers Car Craft Magazine and its website.

Most importantly, sponsoring the **Car Craft Summer Nationals** gets you **RESULTS!**

### **Here's how to do it...**



# CAR CRAFT

LOUD. FAST. REAL.

## SUMMER NATIONALS



**July 22 — 24, 2011**  
**Minnesota State Fairgrounds**  
**St. Paul, MN**

## SPONSORSHIP MENU

### SPONSORSHIP

Presenting Sponsor  
 Co-Sponsor

### RATE

\$55,000- **SOLD**  
 \$38,500



Dyno Challenge  
**REAL STREET ELIMINATOR**  
 Autocross Sponsor  
 Launch Box Challenge Sponsor

\$16,500- **SOLD**  
 \$11,000  
 \$10,000  
 \$10,000

Main Stage Sponsor  
 Burnout Sponsor  
 Official Product  
 Bikini Contest Sponsor  
 Event Level  
 Vision Screen

\$11,000  
 \$9,500  
 \$8,000  
 \$7,500  
 \$6,500  
 \$5,500- **SOLD**

**NOTE:** Above sponsorship levels will have varying degrees of identification in the advertising. However, no sponsor or exhibitor will be included in the advertising at a commitment of less than \$6,500. For strictly exhibit space only, booth prices will be a minimum of \$600 for 10' x 10' and will not include any logo or banner identification, with limited P.A. identification out.

# PRESENTING SPONSOR

**All of the benefits and multi-media exposure associated with the “Presenting” level of sponsorship for the 2011 Car Craft Summer Nationals (CCSN) as described below:**

- Presenting Sponsor’s logo will appear above the CCSN logo in all non-sponsored CCSN marketing materials including but not limited to the entire CCSN media buy, house ads, internet promotions, flyers, posters, direct mail and promotional material. Whenever possible sponsor’s logo will be twice the size of any other sponsor’s logo.
- Presenting Sponsor will be designated as such in all CCSN non-sponsored advertising.
- The right to use/include the Official Product of CCSN logo and to refer to products as “Official Products of the CCSN” in corporate marketing and advertising.
- Photo of Sponsor’s display and logo will appear in CCSN post event editorial coverage.
- Sponsor will be invited to participate in valuable live radio remotes at CCSN.
- Sponsor’s logo will appear on all CCSN admission tickets.
- Sponsor’s logo will appear on all CCSN participant window decals.
- Sponsor’s logo will appear on all CCSN schedule of events.
- Sponsor’s logo will appear on all CCSN participant packs (goodie bags).
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- Full color Sponsor logo inclusion on CCSN website.
- Premiere outdoor display space at CCSN (size is negotiable).
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply)
- (20) banner placements (minimum). Banners must be supplied by sponsor.
- (10) PA’s per day.
- Opportunity to place inflatable
- Opportunity for inclusion of item in participant goodie bag. (Sponsor must supply items for inclusion.)
- Opportunity to use CCSN mobile messaging for on-site promotional giveaways.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR’S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**RETURN COMPLETED FORM TO:**

**Michelle Turczyn**  
**Source Interlink Media**  
**Automotive Events**  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

**SPONSORSHIP NET COST: \$55,000**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# CO-SPONSOR

**All of the benefits and multi-media exposure associated with the “Co-Sponsor” level of sponsorship for the Car Craft Summer Nationals (CCSN) as described below:**

- Co-Sponsor’s logo will appear all non-sponsored CCSN marketing materials including but not limited to the entire CCSN media buy, house ads, internet promotions, flyers, posters, direct mail and promotional material. Whenever possible sponsor’s logo will appear 50% that of the presenting sponsor’s logo.
- Co-Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Co-Sponsor will receive exposure in pre and post event editorial coverage.
- Co-Sponsor will be invited to participate in valuable live radio remotes at CCSN.
- The right to use/include the Official Product of CCSN logo and to refer to products as “Official Products of the CCSN ” in corporate marketing and advertising.
- Co-Sponsor’s logo will appear on all CCSN participant packs 50% the size of the Presenting sponsor logo.
- Co-Sponsor’s logo will appear on all CCSN window decals 50% the size of the Presenting sponsor logo.
- Co-Sponsor’s logo will appear on all CCSN schedule of events 50% the size of the Presenting sponsor logo.
- Co-Sponsor will have the opportunity to have representatives conduct seminars and demos.
- Full color Sponsor logo inclusion on CCSN website 50% the size of the Presenting sponsor logo.
- Up to a 80’ X 30 display space. May be used by a distributor to retail sponsor products only.
- (15) banner placements (minimum). Banners must be supplied by sponsor.
- (8) PA announcements per day.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag (Sponsor to supply items for inclusion.)
- Opportunity to use CCSN mobile messaging for on-site promotional giveaways.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**RETURN COMPLETED FORM TO:**

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Source Interlink Media  
Automotive Events  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

**SPONSORSHIP NET COST: \$38,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# DYNO CHALLENGE SPONSOR

The thunder of 500 horsepower catches your attention; you turn around and see a car 10' off the ground... are you in the middle of a Dukes of Hazzard Promo? No, it's the Dyno Challenge, one of CCSN's most popular show features. The Dyno Challenge allows participants to "put up or shut up" and see just how much horsepower is under the hood. Because of the noise and excitement, there is always a crowd around the Dyno Challenge and that is why it is an ideal sponsorship opportunity! Banners, sponsor plugs, tons of photos, a captive audience; what more could you ask for? Sponsorship not only guarantees huge inescapable exposure at the show but also major exposure by inclusion in several forms of pre and post event multi-media promotions! It is also one of three integral elements necessary to name the Car Craft Summer Nationals Real Street Eliminator!

- CCSN Dyno Challenge will be renamed (Name of Sponsor) Dyno Challenge and referred to such in all media.
- Sponsor's logo will be incorporated into the Dyno Challenge logo.
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to the entire CCSN media buy, house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Photo of Dyno Challenge will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN" in corporate marketing and advertising\*.
- Outdoor display up to 80' x 30'. Space may be used by a distributor to retail sponsor's products only.
- Banner placement around the contest area.
- Opportunity to create customized apparel to be used as awards (ie, jackets, t-shirts and hats - to be supplied by sponsor).
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag (Sponsor to supply items for inclusion.)

\*Official Product status will be given if there are no conflicts with any other pre-signed competitive sponsors designated as such. Please ask your sales rep for details.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

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Automotive Events  
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PH: 310.531.9884  
FX: 310.531-9367

**A component of the**



**SPONSORSHIP NET COST: \$16,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# REAL STREET ELIMINATOR



- CCSN Real Street Eliminator will be renamed (Name of Sponsor) Real Street Eliminator and referred to such in all media i.e. BFGoodrich Real Street Eliminator.
- CCSN Real Street Eliminator will include three competitions which are open to sponsorship at a reduced level to the RSE sponsor. They include:

**E3 Spark Plugs / Lucas Oil Dyno Challenge**  
**Autocross Challenge (first right of refusal to QA1)**  
**Launch Box Challenge (available).**

- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Photos of (Sponsor) Real Street Eliminator will appear in CCSN post event editorial coverage as well as in standalone editorial on the three-component event itself.
- (Sponsor) Real Street Eliminator installations will be included as content in CAR CRAFT Magazine and/or online at CARCRAFT.com.
- Videos produced at the (Sponsor) Real Street Eliminator competition will carry sponsor logo watermark alternating with CAR CRAFT logo.
- Sponsor will have the opportunity to invite aftermarket sponsors of the CAR CRAFT Summer Nationals to compete in a Manufacturer's Class at the (Sponsor) Real Street Eliminator competition.
- Full color logo inclusion on CCSN website.
- Display space up to 80'x'30 immediately adjacent to the (Sponsor) Real Street Eliminator. Space may be used by a distributor to retail sponsor's products only.
- Signage and logo use identifying the location and the sponsorship of the (Sponsor) Real Street Eliminator.
- (10) banner placements out show (minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Prominent logo identification throughout the event at at the (Sponsor) Real Street Eliminator area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.

\* Official Product status will be given if there are no conflicts with any other pre-signed competitive sponsors designated as such. Please ask your sales rep for details.

**SPONSORSHIP NET COST: \$11,000**

**[ ] I understand and accept all of the terms of the above sponsorship**

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**RETURN COMPLETED FORM TO:**

**Michelle Turczyn**  
**Source Interlink Media**  
**Automotive Events**  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531.9367

# AUTOCROSS SPONSOR

The CCSN Autocross blends the dynamics of driver skill and machine capability into one exciting event. As much fun as the Autocross is on its own, it is also one of three integral elements necessary to name the Car Craft Summer Nationals Real Street Eliminator!

As Title Sponsor your brand and product(s) will receive exposure from banner placement and on-site promotions. Title Sponsorship not only guarantees huge inescapable exposure at the show but also exposure by inclusion in several forms of pre and post event multi-media!

- CCSN Autocross will be renamed (Name of Sponsor) Autocross and referred to such
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Photo of Autocross will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.
- Full color logo inclusion on CCSN website complete with details and listing of Autocross schedule and activities.
- Outdoor display up to 80' X 30'. Space may be used by a distributor to retail sponsor's products only.
- (10) banner placements out show (minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Product and banner placement (20) within Autocross area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)



— A component of the



**SPONSORSHIP NET COST: \$10,000**

[ ] I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

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El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

# LAUNCH BOX CHALLENGE SPONSOR

The CCSN Launch Box Challenge is two contests in one, an acceleration contest and a braking contest all in the span of 150 feet. It is also one of three integral elements necessary to name the Car Craft Summer Nationals Real Street Eliminator!

As Launch Box Challenge Sponsor your brand and product(s) will receive exposure from banner placement and on-site promotions. Launch Box Challenge Sponsorship not only guarantees huge inescapable exposure at the show but also exposure by inclusion in several forms of pre and post event multi-media!

- CCSN Launch Box Challenge will be renamed (Name of Sponsor) Launch Box Challenge and referred to such
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Photo of Launch Box Challenge will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.
- Full color logo inclusion on CCSN website complete with details and listing of Launch Box Challenge schedule and activities.
- Outdoor display up to 80' X 30'. Space may be used by a distributor to retail sponsor's products only.
- (10) banner placements out show (minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Product and banner placement (20) within Launch Box Challenge area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

\*Official Product status will be given if there are no conflicts with any other pre-signed competitive sponsors designated as such. Please ask your sales rep for details.



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Automotive Events  
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El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

**A component of the**  **SPONSORSHIP NET COST: \$10,000**  
 I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# MAIN STAGE SPONSOR

- CCSN Main Stage will be renamed (Name of Sponsor) Main Stage and referred to such in all media i.e. Flowmaster Main Stage.
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Photo of Main Stage will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- Full color logo inclusion on CCSN website.
- Outdoor display up to 80'x'30. Space may be used by a distributor to retail sponsor's products only.
- (10) banner placements out show(minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Prominent logo identification at the main stage within Main Stage area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.

\*Official Product status will be given if there are no conflicts with any other pre-signed competitive sponsors designated as such. Please ask your sales rep for details.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

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El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

**SPONSORSHIP NET COST: \$11,000**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

# BURNOUT CONTEST SPONSOR

The CCSN Burnout Contest is a 2-Day event in itself! Have you seen the movie Gladiator? Just imagine a crowd of 15,000 crazed muscle car lovers in a Roman Coliseum type of atmosphere. Gladiators bring their muscle car chariots into an iron plated pit, stage and then BURNOUT! After each contestant has created an immense cloud of smoke and burnt rubber the the crowd erupts with approval or disapproval. The winner is decided on crowd response.

**As Title Sponsor your brand and product(s) will receive exposure from heavy banner placement and on-site promotions. Title Sponsorship not only guarantees huge inescapable exposure at the show but also major exposure by inclusion in several forms of pre-and-tpost event multi-media promotions!**

- CCSN Burnout Contest will be renamed (Name of Sponsor) Burnout Contest and referred to such in all media.
- Sponsor's logo will be incorporated into the Burnout Contest logo.
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to the entire CCSN media buy, house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Photo of Burnout Contest will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.
- Full color Burnout Contest logo inclusion on CCSN website complete with details and listing of Burnout Contest events and activities.
- Outdoor display up to 80'x30. Space may be used by a distributor to retail sponsor's products only.
- (10) banner placements out show(minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Banner placement within Burnout Contest area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).



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SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**SPONSORSHIP NET COST: \$9,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**RETURN COMPLETED FORM TO:**

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831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

# OFFICIAL PRODUCT SPONSOR

An effective way to increase market share or establish a new product is to become an Official Product of the Car Craft Summer Nationals. Official Product Status is recognized by many in the Muscle Car industry as a way to ensure the quality and performance of a product. Subject to approval of the Car Craft Magazine Editorial Staff, manufacturers can display their Official Product status with pride at CCSN and other trade shows and include the Official Product logo in their print ads to increase the effectiveness and success of current marketing efforts. Official Products will also be cited as such in several forms of pre-and-post event multi-media exposure when space allows!

- Sponsors receive the right to use/include the Official Product of CCSN Logo and to refer to a product as an Official Products of the CCSN in corporate marketing and advertising\*.
- Official Products will be recognized in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Official Products will be listed in CCSN post event editorial coverage in Car Craft Magazine.
- Full color logo inclusion on CCSN website.
- Outdoor display up to 80' x 30'. Space may be used by a distributor to retail sponsor's products only.
- (5) banner placements out show (minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

\*Official Product status is subject to the approval of CCSN Sales Manager and CCSN Magazine Editorial Staff.



**Combine your Official Product sponsorships for CAR CRAFT Summer Nationals, HOT ROD Power Tour and HOT ROD Drag Week and save 20%. Call Jenny Schmitz or Jerry Pitt for details. Offer expires Friday, December 17**

**SPONSORSHIP NET COST: \$8,000**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**RETURN COMPLETED FORM TO:**

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Automotive Events  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

# BIKINI CONTEST SPONSOR

- CCSN Bikini Contest will be renamed (Name of Sponsor) Bikini Contest and referred to such in all media i.e. Flowmaster Bikini Contest.
- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Sponsor will be designated as such in all CCSN non-sponsored radio advertising.
- Photo of Bikini Contest will appear in CCSN post event editorial coverage.
- Sponsor will have the opportunity to have representatives conduct seminars and demos.
- Full color logo inclusion on CCSN website.
- Outdoor display up to 80'x30'. Space may be used by a distributor to retail sponsor's products only.
- (10) banner placements out show(minimum). Banners must be supplied by sponsor.
- (5) PA's per day.
- Product and banner placement (20) within Bikini Contest area.
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- The right to use/include the Official Product of CCSN Logo and to refer to products as "Official Products of the CCSN " in corporate marketing and advertising\*.

\*Official Product status will be given if there are no conflicts with any other pre-signed competitive sponsors designated as such. Please ask your sales rep for details.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

**SPONSORSHIP NET COST: \$7,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**RETURN COMPLETED FORM TO:**

**Michelle Turczyn**  
Source Interlink Media  
Automotive Events  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

# EVENT LEVEL SPONSOR

The Event Level Sponsorship of the Car Craft Summer Nationals may be one of the best values around! It provides a unique opportunity to interact one-on-one with some of the most avid, passionate, and brand loyal automotive enthusiasts in the country! Sponsors are included in pre and post event promotions, receive banner space, PAs and display space. It's a year long multimedia sponsorship that provides an incredible return on your investment.

## YEAR LONG MULTI MEDIA EXPOSURE

- Right to use Proud Sponsor of Car Craft Summer Nationals Logo in corporate advertising.
- Sponsor's full color logo will be placed on Car Craft Summer Nationals website.

## EXPOSURE AND BENEFITS AT EVERY TOUR STOP

- Sponsor will receive exposure by being included in all non-sponsored CCSN marketing materials including but not limited to the CCSN house ads, internet promotions, flyers, posters, direct mail and promotional material.
- Up to a 80' X 30' display space at the event. Space may be used by a distributor to retail sponsor products only.
- (5) Public Address announcements each day of Event (minimum).
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and giveaways (some limitations may apply).
- Opportunity to design a customized program to reach your target audience.
- (5) banner locations out show (minimum). (Sponsor to supply banners).
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)

### **Web Deliverables @ [carcraft.com](http://carcraft.com)**

- Logo link to sponsor page for you to provide company information and highlight your company's Car Craft Summer Nationals giveaways and special events.
- Opportunity to purchase web ad units on dedicated Car Craft Summer Nationals microsite page. Ask for details.

## **SPONSORSHIP NET COST: \$6,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

### **RETURN COMPLETED FORM TO:**

**Michelle Turczyn**  
Source Interlink Media  
Automotive Events  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

# VISION SCREEN SPONSOR

## Be Visionary with this high profile opportunity.

- Ability to design a customized program to reach your target audience.
- Logo branding and "ownership" of the Big Screen (Jumbotron) located adjacent to the Main Stage in the hub of the activity.
- Inclusion on non-sponsored CCSN marketing materials including but not limited to internet promotions, flyers, posters, direct mail, e-mail blast, and promotional materials.
- Right to use CCSN Vision Screen Sponsor logo in corporate advertising.
- Custom banner will clearly demonstrate Vision Screen Sponsor logo surrounding the Jumbotron screen
- Graphics of sponsor's logo will be placed on the mobile Jumbotron trailer.
- A minimum of six :30-second spots played on the Vision Screen (Jumbotron) each day. Spots to be supplied by Sponsor.
- (5) public announcements per day (minimum).
- Up to a 30'x80' display space in the CCSN midway. May be used by a distributor to retail sponsor's products only.
- (5) additional banner locations. Sponsor will be required to supply banners.
- Opportunity for inclusion of item in participant goodie bag. (Sponsor to supply items for inclusion.)
- Opportunity to have CCSN cross promote a product giveaway program.
- Opportunity to place promotional literature at registration.
- Opportunity for product sampling and promotional giveaways (some limitations may apply).

### Web Deliverables @ [carcraft.com](http://carcraft.com)

- Logo link to sponsor page for you to provide company information and highlight your company's Car Craft Summer Nationals giveaways and special events.
- Opportunity to purchase web ad units on dedicated Car Craft Summer Nationals microsite page. Ask for details.



**50% is due upon signing and is non-refundable. Balance must be received 30 days prior to event. First right of refusal is November 1, 2011.**

SPONSORSHIP OF CCSN DOES NOT GUARANTEE, INCLUDE OR IMPLY ANY EDITORIAL COVERAGE OF SPONSOR'S DISPLAY, PRODUCT(S) OR SPONSORSHIP.

### RETURN COMPLETED FORM TO:

**Michelle Turczyn**  
Source Interlink Media  
Automotive Events  
831 S. Douglas St.  
El Segundo, CA 90245  
PH: 310.531.9884  
FX: 310.531-9367

## SPONSORSHIP NET COST: **\$5,500**

I understand and accept all of the terms of the above sponsorship

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (type or print): \_\_\_\_\_

e-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_