

13th Annual Hot Rods at the Beach

Sponsorship Opportunities

PRESENTING SPONSOR • \$1200.00

- Company name included in promotional radio spots
- Company name/logo included in promotional newspaper supplement
- Company name/logo printed on registrant's event t-shirt (approximately 500 shirts)
- Company name/logo printed on event poster (approximately 1500 posters)
- Company name and recognition included in day of event announcements
- Product display area (10'x20' or larger by application) on day of event
- Engraved participation plaque and Recognition at awarding of youth scholarships in June 2012

OFFICIAL SPONSOR • \$750.00

- Company name included in promotional radio spots
- Company name/logo included in promotional newspaper supplement
- Company name and recognition included in event announcements & at awarding of youth scholarships in 6/2012
- Product display area (10'x20' or larger by application) on day of event

CO-SPONSOR • \$500.00

- Company name included in promotional newspaper supplement
- Company name and recognition included in day of event announcements
- Product display area (10'x20' or larger by application) on day of event
- Recognition at awarding of youth scholarships in June 2012

NEW!!!

SUPPORTING SPONSOR • \$250

- Company name printed on event t-shirt (approx. 500 shirts)

OTHER SPONSORSHIP OPPORTUNITIES

- Event Travel Mug Sponsorship (approx. 500 mugs with logo) \$1500—\$2000
- Event Canvas Bags (approx. 500 bags with company logo) \$1000—\$1500
- Event Dash Plaques (approx. 500 plaques with company name) \$800—\$1000
- Vendor Booth (see attached application for sizes and donation amounts)
- Raffle Prizes (see attached application)

ALL MONEYS ARE A DONATION TO THE SANTA CRUZ POLICE OFFICERS ASSOC.

NON-PROFIT #77-0509499

We must receive your Sponsor application and logo artwork by July 15, 2011.

For more information: TOLL FREE 1-866-8HOTROD OR (831) 423-3720 OR hrtab@sbcglobal.net

THANK YOU FOR YOUR SUPPORT!

What is Hot Rods at the Beach?

Hot Rods at the Beach is a non-profit, non-competitive car show. The show features 500 classic, custom, street rod, and vintage vehicles that are model 1975 and older. The show is a two day event which features many vendors and classic car related displays. Plenty of food, music and fun for the entire family. Spectator admission is free. All sponsor and registration donations benefit the Santa Cruz POA and are tax deductible.

Where and When is the event?

The 14th Annual Hot Rods at the Beach will take place on October 8 & 9, 2011 in the River Lot at the end of Beach Street in Santa Cruz, (Log Ride end of the Boardwalk).

What does the SCPOA do with the donation money?

Profits from the car show are put into the Santa Cruz POA Industrial Arts Scholarship Fund. During the 2011-2012 school year, The Santa Cruz Regional Occupational Program will conduct an application and screening process for all local high school students enrolled in Industrial Arts Colleges for the 2011 school year. Students will be awarded scholarships upon completion of High School in June, 2012.

Why donate to this Non-Profit?

The educational programs for Industrial Arts in our county are fading quickly. Local business owners in the Industrial Arts field (who happen to be classic car enthusiasts) teamed up with the SCPOA to provide educational funding to local students interested in Industrial arts in hopes to save a dying profession.

An Invitation to You...

The SCPOA and the Hot Rods at the Beach Event Staff are proud to be a part of the future of our local students. We invite you and your company to help us provide as many scholarships as possible by becoming a sponsor of the 2011 Hot Rods at the Beach Car Show.

Your donation is tax deductible and priceless to those benefiting from your generosity.