



Parry Sound Downtown Business Association  
52 Seguin Street, Parry Sound, ON, P2A 1B4  
Tel: (705) 746-6426

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## Downtown Car Show Sponsorship Package

For the past 6 years the Parry Sound Downtown Business Association (DBA) has been holding an annual Car Show in Downtown Parry Sound. As the event has steadily grown over the past few years we are now offering a unique opportunity for businesses within the community to become involved. We have attracted car enthusiasts from all over Ontario and the Muskoka region with an average of 125 participants. As a well-established event we are expecting even more participants this year. As well as the car owners, hundreds of residents and visitors come to the show to see the cars on display.

This year we will once again have a special guest at the show – Batman and his Batmobile. The event will be held on Saturday August 18<sup>th</sup>, 2018 from 9am – 3:00pm and will be located on James and Gibson Street between Seguin and Mary. Details of our sponsorship opportunities are listed below.

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## Sponsorship Opportunities

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**Gold Sponsor (1):**            \$500

**SOLD OUT**

**Plus provide a door prize with a minimum retail value of \$50\***

Logo with top billing on all print media including posters listing your business as the official event sponsor

Mention on all Social Media posts including Facebook and Twitter

Logo on all dash plaques listing your business as the official event sponsor

Business name on trophy for “People’s Choice Award”

Opportunity to present above trophy

Display space for your pop up banner at the registration booth

Sign on the registration table acknowledging sponsorship

On street display space (10’x10’) in the location of your choice

**Silver Sponsor (2):        \$250**

**ONE LEFT**

**Plus provide a door prize with a minimum retail value of \$50\***

Logo with secondary billing on all print media  
Mention on all Social Media Posts including Facebook and Twitter  
Logo on all dash plaques  
Display space for your pop up banner at the registration booth  
Sign on the registration table acknowledging sponsorship  
On street display space (10'x10') in the location of your choice

**Music Sponsor (1):        \$300**

**Plus provide a door prize with a minimum retail value of \$50\***

Logo with secondary billing on all print media  
Mention on all Social Media Posts including Facebook and Twitter  
Minimum of 12 mentions (once every half hour) by music DJ acknowledging your  
    business as the official music sponsor  
Logo on all dash plaques  
Sign on the registration table acknowledging sponsorship  
Display space for your pop up banner at the registration beside the music location  
On street display space (10'x10') in the location of your choice

**Trophy Sponsor (5):        \$75**

**Plus provide a door prize with a minimum retail value of \$25\***

Logo on all dash plaques  
Sign on the registration table acknowledging sponsorship  
Name on trophy of your choice  
Opportunity to present trophy to winner

\* Downtown Dollars may be purchased from the DBA to offer as a door prize in lieu of providing an actual item