

Cache Valley Cruising Association

2010



**SPONSORSHIP  
INFORMATION**



## Cache Valley Cruising Association

# Management Letter

Dear: Future Sponsor

The Cache Valley Cruise In is a rod run event held annually in Logan, Utah (90 miles north of Salt Lake City) and is hosted by Cache Valley Cruising Association (CVCA). All Types and models of specialty vehicles are invited to attend.

It all started in 1982 with a group of five people working together to organize the first Cache Valley Cruise In. It has grown each successive year and is now attracting 800 to 1000 vehicles which includes Street Rods, Street Machines, Customs, Restored Vehicles, Motorcycles, and Trucks. While spectator attendance has risen to more than 20,000 people. The three day event is held annually at Cache County Fairgrounds, on the first Saturday in July.

The Cache Valley Cruise In has been gaining popularity and attendance because of the quality of the show and the giveaway cars. The giveaway car is a year long project undertaken by the Cache Valley Cruising Association and many business both local and national. Proceeds from the show go toward the next years show, next years project car and other club activities.

In two thousand and seven the Cache Valley Cruising Association decided to take a chance and bring some new entertainment to the car show as well as Cache Valley. We have now had 38 Special and STYX perform at the Cruise In with great success. This entertainment has help to bring the car show to an even greater attraction for participants and spectators.

We need your help to put on this event each year. The Cache Valley Cruising Association has many sponsors that help them make this show a success. We would like you to be apart of the team that makes this show a success each year. The Cache Valley Cruising Association has many levels of sponsorship with different prices to help sponsor the car and the show. The CVCA tries to give its sponsors as much advertising as possible. The CVCA also has a non profit number for you tax records if you become a sponsor.

The Cache Valley Cruising Association would like to thank you for your consideration in helping us to put on the largest automotive event in Utah.

Sincerely,

Cache Valley Cruising Association



## EVENT SCHEDULE

### THURSDAY ACTIVITIES

#### Poker Run

The poker run is planned to be routed through Logan Canyon to Bear Lake and Garden City (due to construction in Logan Canyon sometimes the Poker Run is located around beautiful Cache Valley). The poker run starts from the Spring Hills Marriot (625 South Riverwoods Parkway) with check points along the way. For times and information on the Poker Run please visit us at [www.cachevalleycuisein.com](http://www.cachevalleycuisein.com)

#### Poker Run Dinner

A chicken dinner will be offered to participants of the poker run. This dinner is provided by a local catering company.

#### Live Entertainment

Just a few years ago the Cache Valley Cruising Association decide to introduce more entertainment to the car show. The CVCA along with Right Arm Entertainment brought 38 Special in 2007 and STYX in 2008. The CVCA is proud to have added this event to the show and hopes that you will go to our web site ([www.cachevalleycuisein.com](http://www.cachevalleycuisein.com)) to get more information for upcoming entertainment.

### FRIDAYS ACTIVITIES

#### Swap meet and Commercial Booths

The Swap Meet and Commercial Booths are opens at 10:00 a.m. and runs until 5:00 p.m. on Friday and Saturday. Swap meet includes used automotive equipment, memorabilia, and cars for sale. Commercial Booths include apparel, car products, and food. The Swap meet is not for commercial vendors.

#### Kids Games

Kids games are provided for participants children are schedule from 11:00 to 12:00 p.m. on Friday and Saturday in the building shown area 1 in the fairgrounds diagram. There will be lots of fun and games and activities for children 3 years to 12 years to enjoy, with lots of prizes for all the children.

**SATURDAY ACTIVITIES****Pancake Breakfast**

A Pancake breakfast will be served from 7:00 to 10:00 p.m. in the pavilion at the fairgrounds. This breakfast is also provided by a local catering company.

**Swap meet and Commercial Booths**

The Swap Meet and Commercial Booths are opens at 10:00 a.m. and runs until 5:00 p.m. on Friday and Saturday. Swap meet includes used automotive equipment, memorabilia, and cars for sale. Commercial Booths include apparel, car products, and food. The Swap meet is not for commercial vendors.

**Kids Games**

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**Show-n-Shine**

The Show-n-shine begins at 9:00 a.m. and goes to 4:30 p.m. Show areas are shown on the fairgrounds diagram and participants may park in any area. Please follow parking attendants directions and park in designated spaces in order to make room for everyone, and please keep access lanes open. Roping off show spaces is not permitted! Show spaces may be reserved by leaving a lawn chair or sign to save your spot. Please be courteous and only save the area you need as space becomes very limited on Saturday.

**Awards**

The Awards Ceremony begins at approximately 4:30 p.m. in the rodeo arena. We will give out vehicle pick awards, and other special awards chosen by CVCA members and our show sponsors. All car picks will be lined up and drive across the awards arena to receive their award. At the end of the awards ceremony, we will draw for the winner of the annual giveaway car.

**Grand Prize Giveaway**

Check out our Web site for more details about the giveaway car.

**Main Street Cruise Parade**

Following the awards ceremony , everyone is invited to watch or participate in the Main Street Cruise in Logan from approximately 6:30 to 8:30 p.m. The parade runs from Center street to 1400 north, only cruise in participants with an official parade entry sticker can get into the parade.

Notice: Times and dates of any and all events may be changed by the CVCA. Thanks you for your support and understanding.

**If you have any questions you can call (453)-787-7414 or visit us at [www.cachevalleycruisein.com](http://www.cachevalleycruisein.com)**

# Cache Valley Cruising Association

## Sponsorship Levels

These five levels of sponsorship are to help both the CVCA and you as a sponsor with a variety of price ranges, although no donation will be refused.



All advertising will be submitted by April 15 for our publication schedule and intended media. The last day to sign up as a sponsor is May 15. All banners must be given to the CVCA by June 30.

All sponsors will get to have your ad in the event program. All ads must be turned in by April 15, also the size of your ad will be determined by your level of sponsorship.

The Giveaway car goes to over 10 Car Shows with in a 400 mile radius of Logan to advertise for your company.

Title Sponsor	Signature Sponsor	Primary Sponsor	Key Sponsor	Secondary Sponsor
<b>\$10,000 and up</b>	<b>\$5,000 to \$9,999</b>	<b>\$2,500 to \$4,999</b>	<b>\$1,000 to \$2,499</b>	<b>\$500 to \$999</b>
A title sponsor will be in all show and concert advertising.	A Signature sponsor will be in most show and concert advertising.	A Primary sponsor will be in most show and/or concert advertising.	A Key sponsor will be in some advertising of the show and concert	A Secondary sponsors name will be on all car show poster
Up to six company banners in high traffic areas at the Cache County Fairgrounds	Up to four company banners in high traffic areas at the Cache County Fairgrounds	Up to two company banners in the Cache County Fairgrounds	One company banner in the Cache County Fairgrounds	100 sq ft of vending space
Sponsor plaque given away	Sponsor plaque given away	Sponsor plaque given away	Sponsor plaque given away	Sponsor plaque given away
Five inch Company logo on the giveaway car	Four inch Company logo on the giveaway car	Three inch Company logo on the giveaway car	Companies name on Giveaway car	Companies name on Giveaway car
Company logo and link on main page of our web site	Company logo and link on the sponsor page of our web site	Company name and link will be on our sponsor web page	Company name and link will be on our sponsor web page	Company name and link will be on our sponsor web page
Vending space (space as needed)	Vending space (space as needed)	Up to 400 sq ft of vending space	Up to 200 sq ft of vending space	Small ad in program
Giveaway car displayed at your business (Logan area only)	Giveaway car displayed at your business (Logan area only)	Giveaway car displayed at your business (Logan area only)	Giveaway car displayed at business (Logan area only and subject to availability)	Giveaway car displayed at business (Logan area only and subject to availability)
Titles sponsor will also get tickets to our performing act and a meet and greet before the concert (# of people mutually agreed upon)	Primary sponsor will get tickets to the performing act  (# of people mutually agreed upon)	Every sponsor is responsible for their vending area and member of their party (clean up, damages). Every Sponsor agrees to all safety guidelines enforced by Logan City Police Department, Health Department, Cache County Fairgrounds and the CVCA. <b>By signing the Sponsor Commitment form you will abide by all the rules set in place for your safety and security of you and the Cache County Fairgrounds.</b>		
We can also have a point of purchase at sponsor's business	<p>All Banners must be supplied by the Sponsor and given to the CVCA in later than June 30 in order to be put up by the CVCA and must be collected by you at the end of the three day show. Any banner left up after July 5th will be discarded, the CVCA is not responsible for theft or damages to your banners and/or signs.</p> <p>All donations may be cash, check and/or merchandise that supports the CVCA and/or the Cache Valley Cruise or the Cruise In entertainment. Sponsor discount coupons placed in participants packets are welcome, but do not count towards your sponsorship.</p>			
Sponsors name will be announced at the concert				
We will also do email blasts to help promote your business and other offers.				

Cache Valley Cruising Association

Phone: 435-787-7414

P.O. Box 4088

www.cachevalleycruisein.com

Logan, Utah 84323

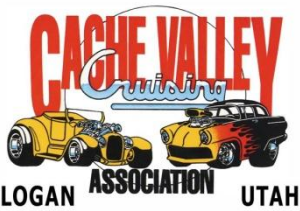
# CACHE VALLEY CRUISING ASSOCIATION

## SPONSOR COMMITMENT FORM

All Banners must be supplied by the Sponsor and given to the CVCA no later than June 30 in order to be put up by the CVCA and must be collected by you at the end of the three day show. Any banner left up after July 5th will be discarded, the CVCA is not responsible for theft or damages to your banners and/or signs.

All donations may be cash, check and/or merchandise that supports the CVCA and/or the Cache Valley Cruise or the Cruise In entertainment.

Sponsor discount coupons placed in participants packets are welcome, but do not count towards your sponsorship.



Sponsors Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ ext: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business email address: \_\_\_\_\_

Sponsorship Level your company has selected: \_\_\_\_\_

My company has agreed to donate: \_\_\_\_\_

Donations will be given to the CVCA on: \_\_\_\_\_ or

though: \_\_\_\_\_

By signing this you as a sponsor promise to donate all you have offered:

Sponsor Rep. \_\_\_\_\_ Date: \_\_\_\_\_

CVCA Rep. \_\_\_\_\_ Date: \_\_\_\_\_

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CACHE VALLEY CRUISING ASSOCIATION