

**SEQ CHAPTER \h \r 1 Sloan Museum 2008 Auto Fair
Sponsorship Agreement**

In this contract, I _____ (business representative) from
 _____ (business name) on _____ (date) agree to
 the below sponsorship for Sloan Museum's 36th Annual Auto Fair held June 27-29, 2008.
 As a sponsor of Flint's largest car show I will receive each of the benefits listed on the
 following pages at the sponsorship level agreed upon in this contract. As a sponsor, I
 understand a company logo for the Sloan Auto Fair Tabloid and payment is due to the
 Sloan Museum by March 15, 2008. **Please note logo and ad requirements on page 5.**

SPONSORSHIP

- | | |
|--|---|
| <input type="checkbox"/> Sloan Auto Fair Partner \$10,000
<input type="checkbox"/> Gold Sponsor \$5,000
<input type="checkbox"/> Bronze Sponsor \$2,000
<input type="checkbox"/> Judging Sponsor \$1,000
<input type="checkbox"/> Sponsor \$500
<input type="checkbox"/> Cruise Sponsor \$750 | <input type="checkbox"/> Platinum Sponsor
<input type="checkbox"/> Silver Sponsor \$3,000
<input type="checkbox"/> Feature Car Sponsor
<input type="checkbox"/> Chrome Vehicle
<input type="checkbox"/> Golf Cart Sponsor \$250 |
|--|---|

TABLOID ADVERTISING

4 Color Print

Black and White

- | | |
|---|---|
| <input type="checkbox"/> Full Page \$1000 (inside front or back cover)
<input type="checkbox"/> Full Page \$750
Mention \$50
<input type="checkbox"/> Half Page \$450
<input type="checkbox"/> Quarter Page \$325
<input type="checkbox"/> Business Card \$200 | <input type="checkbox"/> Full Page \$500
___ Name
<input type="checkbox"/> Half Page \$350
<input type="checkbox"/> Quarter Page \$250
<input type="checkbox"/> Business Card \$100 |
|---|---|

SPONSOR INFORMATION

Business Name _____
 Contact Person _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Sponsor Signature _____
 Contact Person _____ Phone Number _____

Please make your check payable to: Sloan Auto Fair

Return to: Robert Gorski, 1337 Peachwood Drive, Flint, MI 48507

For questions or information call: (810) 239-9324

For Artwork questions or information call: (810) 237-3444 or Fax (810) 237-3451

Sponsorship Levels – Sloan Auto Fair 2008

Sloan Auto Fair Partner - \$10,000

Space to display up to 10 vehicles on the show grounds with award, feature vehicle banner and Sponsor Board.

Recognition on the Sponsor Board located in the entertainment area.

Full page ad in the Sloan Auto Fair Tabloid.

Partner in Media.

40 adult one day passes to the 2008 Sloan Auto Fair.

30 VIP parking passes for the 2008 Sloan Auto Fair.

8 Passes to the PIT STOP Party and Dinner Tent.

8 Banquet seats at Recognition Dinner.

Priority Vendor Spot.

Guided Tours in the Sloan Museum and Buick Gallery.

Daily mentions by the Sloan Auto Fair DJ.

Link to Sloan Auto Fair Website

Platinum Sponsor - \$7,500

Space to display up to 8 vehicles on the show grounds with business name or logo on gates and Sponsor Board.

Recognition on the Sponsor Board located in the entertainment area.

Full page ad in the Sloan Auto Fair Tabloid.

Company name and logo in newspaper and other media.

30 adult one day passes to the 2008 Sloan Auto Fair.

20 VIP parking passes for the 2008 Sloan Auto Fair.

6 Passes to the PIT STOP Party and Dinner Tent.

6 Banquet seats at Recognition Dinner.

Priority Vendor Spot.

Daily mentions by the Sloan Auto Fair DJ.

Link to Sloan Auto Fair Website.

Gold Event Sponsor - \$5,000

Space to display up to 5 vehicles on the show grounds with business name or logo on gates and Sponsor Board.

Recognition on the Sponsor Board located in the entertainment area.

Full page ad in the Sloan Auto Fair Tabloid.

Company name and logo in newspaper and other media.

10 adult one day passes to the 2008 Sloan Auto Fair.

10 VIP parking passes for the 2008 Sloan Auto Fair.

4 Passes to the PIT STOP Party and Dinner Tent

4 Banquet seats at Recognition Dinner

Priority Vendor Spot

Daily mentions by the Sloan Auto Fair DJ.

Link to Sloan Auto Fair Website.

Silver Sponsor - \$3,000

Space to display up to 4 vehicles on the show grounds with business name or logo on gates and Sponsor Board.

Recognition on the Sponsor Board located in the entertainment area.

Half page ad in the Sloan Auto Fair Tabloid.
Company name and logo in newspaper and other media.
8 adult one day passes to the 2008 Sloan Auto Fair.
2 Passes to Party Tent
2 Banquet seats at Recognition Dinner.
Priority Vendor Spot
Daily mentions by the Sloan Auto Fair DJ.
Link to Sloan Auto Fair Website.

Bronze Sponsor - \$2,000

Space to display up to 3 vehicles on the show grounds with approved signage.
Name or Company logo on newspaper advertising.
Recognition on gates and the Sponsor Board located in the entertainment area.
Quarter page ad in the Sloan Auto Fair Tabloid.
6 adult one day passes to the 2008 Sloan Auto Fair.
2 Passes to Party Tent
2 Passes to the PIT STOP Party and Dinner Tent
2 Banquet seats at Recognition Dinner.
Priority Vendor Spot.
Daily mentions by the Sloan Auto Fair DJ.
Link to Sloan Auto Fair Website

Feature Car Sponsor - \$1,000

Name or Company logo on 100 Years of GM Feature Car Recognition Awards.
Company banner in Feature Car area.
Recognition on gates and the Sponsor Board located in the entertainment area.
Quarter page ad in the Sloan Auto Fair Tabloid.
4 adult one day passes to the 2008 Sloan Auto Fair.
2 Passes to PIT STOP Party and Dinner Tent
2 Banquet seats at Recognition Dinner.
One Vendor Spot.
Daily mentions by the Sloan Auto Fair DJ.
Link on Sloan Auto Fair Website

Judging Sponsor - \$1,000

Name or Company logo on judge's shirts.
Recognition on gates and Sponsor Board located in the entertainment area.
Quarter page ad in the Sloan Auto Fair Tabloid.
4 adult one day passes to the 2008 Sloan Auto Fair.
2 Passes to the PIT STOP Party and Dinner Tent
2 Banquet Seats at Recognition Dinner.
One Vendor Spot.
Daily mentions by the Sloan Auto Fair DJ.
Link on Sloan Auto Fair Website

Chrome Vehicle Sponsor - \$500

Name or Company logo on participant bags.
Space to display up to 1 vehicle on the show grounds with approved signage.
Recognition on gates and the Sponsor Board located in the entertainment area.
Business card ad in the Sloan Auto Fair Tabloid.
2 adult one day passes to the 2007 Sloan Auto Fair.
Daily mentions by the Sloan Auto Fair DJ.

Link on Sloan Auto Fair Website

Cruise Sponsor - \$750

Name or Company logo on Cruise dash plaques.
Recognition on the Sponsor Board located in the entertainment area.
Name or Company logo on DJ Booth banner at Cruise.
Business card ad in the Sloan Auto Fair Tabloid.
Link on Sloan Auto Fair Website

Golf Car Sponsor - \$250 (per cart)

Name or Company logo on (1) golf cart for entire weekend.
Recognition on the Sponsor Board located in the entertainment area.
Name mention in the Sloan Auto Fair Tabloid.
Company name on website.

****All sponsors will get copies of our tabloid to distribute as well as posters to put on display.****

If total sponsorship contribution totals over \$500 your company gets a link on the Sloan Auto Fair website.

Tabloid Advertising – Sponsor will receive copies of tabloid to distribute and posters to display and/or distribute

4 Color Print

___ Full Page \$1000 (inside front or back cover)
___ Full Page \$750
___ Half Page \$450
___ Quarter Page \$325
___ Business Card (2 x 4) \$200

Black and White

___ Full Page \$500
___ Half Page \$350
___ Quarter Page \$250
___ Business Card (2 x 4) \$100
___ Name Mention \$50

PIT STOP Party and Dinner Tent

\$25 each

Pass includes gate admission to the Auto Fair

Package prices

\$1250.00 = 60 passes to PIT STOP Party and Dinner Tent with ½ page listing in Tabloid
\$750.00 = 35 passes to PIT STOP Party and Dinner Tent with ¼ page listing in Tabloid
\$500.00 = 23 passes to PIT STOP Party and Dinner Tent with Business Card listing in Tabloid
\$250.00 = 11 passes to PIT STOP Party and Dinner Tent with Friends listing in Tabloid

Additional discounted passes available to Sponsors

Sponsor level	Discount
\$250 to \$1000	10%
\$1000 and above	20%

2008 Sloan Auto Fair Tabloid Advertising Mechanical Specifications

Advertising Requirements

The 2008 Sloan Auto Fair Tabloid is produced on a Macintosh platform. Ads may be sent as digital scans (tif, jpeg, or esp/minimum resolution 300 [HYPERLINK](mailto:dpi@100%dpi@100%) <mailto:dpi@100%dpi@100%>) or as digital documents in InDesign, Illustrator or Photoshop compatible with tif, jpeg or pdf files. Single page PDF documents are also acceptable – they can be placed and scaled but not changed or edited. Be sure to include all fonts used or converted to paths and curves. Ads should be placed on 100 or 250 zip disk, jump drive or on a CD (hybrid or Mac format). We can accept stuffed files by email if less than 3 mgs in size.

Ad sizes:	Full Page	7.25 x 9.75	
	1/2 Page	Vertical 4.75 x 7	Horizontal 7.25 x 4.625
	1/4 Page	Vertical 3.5 x 4.625	Horizontal 7.25 x 2.25
	Business Card	3.5 x 2	

If you do not have the capability to handle such ads you may supply your logo in digital format and design an ad in the box below. There is a \$50 fee to design your ad.

Please note:

Your ad may not be this exact size. This is just for information and placement purposes.

Ad materials and/or questions should go to:

Nicole Poisson, Sloan Museum, 1221 East Kearsley Street, Flint MI 48503 (810) 237-3444

