



## 2010 Cruisin' Grand™ Car Cruise Major Sponsor Packages

### Title Sponsor

**\$25,000**

- Contact office for availability and full package details

### Overdrive Sponsor

**\$8,000**

- Premium placement on front of *Cruisin' Grand*™ posters
- Premium placement on back of *Cruisin' Grand*™ poster.
- Your logo on Main Event banner displayed each *Cruisin' Grand*™ night.
- Five 20-second ad spots by DJ each night.
- Exclusive/premier booth space each Friday at Grand Ave and S. Broadway, at *Cruisin' Grand*™
- Half page ads in 2 monthly "Downtown Escondido" Magazines
- A story about your business in the Downtown Escondido Magazine

### Kalmia or Maple Streets Booth (4 avail)

**\$ see bullets**

- Premier booth space (10x10) on at Kalmia or Maple/Grand corner, 5 – 9 pm.
- Exposure to the maximum number of visitors each night: 5,000 – 8,000 anticipated
- Your business listed on the *Cruisin' Grand*™ website and linked to your business
- \$275/night; \$1000/4 consecutive nights; \$5200/26 weeks, full season

### "Grand" Sponsor (5 available)

**\$4,000**

- Your logo on front and back of *Cruisin' Grand*™ posters
- Your logo on Event Sponsor banner displayed each *Cruisin' Grand*™ night.
- Five 20-second ad spots by DJ each night.
- Material display space available each Friday at official *Cruisin' Grand*™ booth
- Quarter page ads in 3 monthly DBA "Downtown Escondido" Magazines
- Story about your business in the Downtown Escondido Magazine

### "Cruise" Sponsor (2 available)

**\$2,500**

- Your Logo on front of *Cruisin' Grand*™ posters
- Logo on Event Sponsor banner displayed at main intersection every *Cruisin' Grand*™ night.
- Awards sponsor on *Winners' Circle* night of your choice. (June 25 or Sept. 24)
- Your business announced as Sponsor by DJ on all 26 Fridays
- Material display space available each Friday at official *Cruisin' Grand*™ booth.

### Season Partners (9 available)

**\$800**

- Logo on lower-front of *Cruisin' Grand*™ posters
- Your logo on Event Sponsors banner displayed each *Cruisin' Grand*™ night.
- Your business announced as Sponsor by DJ on all 26 Fridays.
- Material display space available each Friday at official *Cruisin' Grand*™ booth.

### "At the Hop" Sponsor (26 nights avail.)

**\$450 per single night**

- Premier booth space/Sponsor space next to live Band or DJ on Grand Ave at Maple St. Classic Car parking area.
- Premium placement on front of *Cruisin' Grand*™ poster (if entire season is sponsored)
- Your logo on Event Sponsor banner displayed each *Cruisin' Grand*™ night. (If entire season is sponsored)
- Your logo on At the Hop sign on your sponsored nights.
- Your business announced by main DJ each night you are there
- Story about your business in the Downtown Escondido Magazine (If entire season sponsored)
- \$1600 for 4 consecutive nights; \$9100 for entire 26 week season\*



## 2010 Cruisin' Grand™ Classic Car Awards Sponsor Information

### Classic Car Awards ~ Sponsor Package

DBA members/\$375    Non-members/ \$500

1. Your business name on **four** Classic Car awards, presented the night of your sponsorship.
2. You or a representative to assist in the selection and presentation of the awards on the night of your sponsorship. (Sponsor to select one award-winning car)
3. Business card printed on back of 2000 full color event posters, with date of your sponsored night.
4. Five 30-second ad spots announced by the DJ on night of your sponsorship.
5. Your business name on the Awards banner on night of your sponsorship.
6. Material display space available every Friday during season, at official *Cruisin' Grand* booth.
7. Your name as sponsor on the *Cruisin Grand* webpage.

Interested? Here's how to get your night!

1. Decide on a Friday night you would like to sponsor
2. Fill in the Awards Sponsor Registration form (attached)
3. Email your business card art or logo (eps or vector format) to [dba@downtownescondido.com](mailto:dba@downtownescondido.com)
4. Send your check and the completed form to the DBA (address on form)

Cruise nights are sponsored on a first-come, first-serve basis.  
As DBA businesses, you get 2 weeks priority (through Jan 22), then cruise sponsor spots are open to all comers.

**If you would like information on sponsorship packages offering more visibility**, please call Sue Dusharme, Cruisin' Grand manager, at 760.7435.8877  
Or email at [sdusharme@downtownescondido.com](mailto:sdusharme@downtownescondido.com)



## 2010 ~ Classic Car Awards Sponsor INVOICE & Registration Form

Your Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Best time to reach you: \_\_\_\_\_

**Cost: DBA members - \$375**  
**Non-members - \$500**

Dates are assigned on a **first-paid, first-assigned** basis.

**IMPORTANT:** Please **circle 3** dates, prioritized by which one you want the most. (Mark your dates with a 1, 2, or 3.) We will do our best to get you the date you want. *Only one Award Sponsor date per business, due to popularity of this sponsor package.*

Please return this form quickly, with payment and art, in order to have the best chance of getting your preferred date.

Month	Date	Date	Date	Date	Date
<b>April</b>	2 – All Awards from Title Sponsor	9	16	23	30
<b>May</b>	7	14	21	28	
<b>June</b>	4	11	18	25 - Awards part of "Cruise Sponsor" Package	
<b>July</b>	2	9	16	23	30
<b>August</b>	6	13	20	27	
<b>Sept.</b>	3	10	17	24 – Awards part of "Cruise Sponsor" Package	

**Please complete this form and mail, along with a business card and your check (payable to: DBA), to:**

Downtown Business Association, 120 W. Grand Ave, Ste 202, Escondido, CA 92025

### **PLEASE REMEMBER...**

**We need your business card art, in eps or vector format, e-mailed as soon as your date is confirmed to [dba@downtownescondido.com](mailto:dba@downtownescondido.com), in order to place your business name on the poster.**