

# Palm Springs Car Show & Festival

## Sponsorship Levels

### **Platinum Sponsor: \$5,000**

#### *Sponsorship Includes:*

- Car Entries for up to three (3) cars.
- Admission to the Friday night welcome reception.
- Brand Visibility – Your brand exposure to a targeted audience of car enthusiasts:
  - Your company logo prominently displayed as a major sponsor on the Palm Springs Car Show official flyer distributed during the year at car shows across California. (over 15,000 flyers printed)
  - Your company logo on all event related marketing materials.
  - Your company logo prominently displayed on the 1st annual Palm Springs Car Show T-shirt.
- Networking Opportunities – Build relationships and partnerships:
  - On-site booth (6' table) for you to showcase your brand. Your choice of available locations.
- Promotional Opportunities and Media Coverage:
  - Ad in PSILOVEYOU magazine (1) full page and recognition in the magazine as a major sponsor of the 1st annual Palm Springs Car Show. (30,000 printed copies)
  - Your company is recognized as a major sponsor in all on-line and digital marketing.
  - Speaking opportunities during the show from the stage.
  - Your company logo on event banners and backdrops.

### **Gold Sponsor: \$2,500**

#### *Sponsorship Includes:*

- Single Car Entry
- Admission to the Friday night welcome reception.
- Brand Visibility – Your brand exposure to a targeted audience of car enthusiasts:
  - Your company logo on all event related marketing materials.
  - Your company logo on the 1st annual Palm Springs Car Show T-shirt.
- Networking Opportunities – Build relationships and partnerships:
  - On-site booth (6' table) for you to showcase your brand. Your choice of available locations.
- Promotional Opportunities and Media Coverage:
  - Ad in PSILOVEYOU magazine (1/2) half page and recognition in the magazine as a sponsor of the 1st annual Palm Springs Car Show. (30,000 printed copies)
  - Speaking opportunities during the show from the stage.
  - Your company is recognized as a sponsor in all on-line and digital marketing.
  - Your company logo on event banners and backdrops.



# Palm Springs Car Show & Festival Sponsorship Levels

## **Silver Sponsor: \$1,500**

### *Sponsorship Includes:*

- Single Car Entry
- Admission to the Friday night welcome reception.
- Brand Visibility – Your brand exposure to a targeted audience of car enthusiasts:
  - Your company logo on all event related marketing materials.
  - Your company logo on the 1st annual Palm Springs Car Show T-shirt.
- Networking Opportunities – Build relationships and partnerships:
  - On-site booth (6' table) for you to showcase your brand. Standard booth location.
- Promotional Opportunities and Media Coverage:
  - Ad in PSILOVEYOU magazine (1/4) quarter page and recognition in the magazine as a sponsor of the 1st annual Palm Springs Car Show. (30,000 printed copies)
  - Your company is recognized as a sponsor in all on-line and digital marketing.
  - Your company logo on event banners and backdrops.

## **Supporter Sponsor: \$1,000**

### *Sponsorship Includes:*

- Single Car Entry – (if applicable)
- Admission to the Friday night welcome reception.
- Your company logo on all event related marketing materials.
- Your company logo on the 1st annual Palm Springs Car Show T-shirt.
- Ad in PSILOVEYOU magazine (1/4) quarter page and recognition in the magazine as a sponsor of the 1st annual Palm Springs Car Show. (30,000 printed copies)
  - Your company is recognized as a sponsor in all on-line and digital marketing.
  - Your company logo on event banners and backdrops.

For more information,  
contact Jen Banford at [jbanford@pschamber.org](mailto:jbanford@pschamber.org).

