

Backseat Promotions Ltd.
Fraser Valley World of Wheels
Feb. 26, 27 & 28, 2010
Sponsorship Levels



Platinum Sponsorship \$25,000.00

- Name reference as sponsor on all media advertising
- Logo endorsement in all print media, posters, press releases, newspaper and magazine ads
- Website endorsement with redirect option to your own company website
- 10 x 40 booth placed at show center with 2 skirted tables, 8 chairs and 2 1500w electrical outlets available
- 50 three day admission passes
- 5 sets of trophies to be presented by a representative of your company
- Your company supplied banner to be displayed at show center
- Your company supplied flag style banners (up to 100) to be hung from the show ceiling* of the event hall
- Your company supplied removable floor decals (up to 20) to be applied to the main walkways of the event hall floor*
- Company supplied promotional video/advertisement to be shown above the doors of the show entrance in the event hall*
- Promotional advertising space available to you in the restrooms (men's and ladies)
- Opportunity to distribute promotional material in the main show hall
- 2 half hour time slots per day to present information on our "Learning Stage"
- One complimentary hospitality room at the Best Western Bakerview Hotel for 2 nights (Friday Feb. 27 and Saturday Feb. 28)
- Company name reference as sponsor to our entertainment stage with company supplied product to be made available to the major artist in their reception room
- Recognition of support on all signage with the project car when displayed

* Promotional product must be pre-approved by Backseat Promotions for content, safety concerns and allowable size

Gold Sponsorship \$10,000.00

- Name reference as sponsor on all media advertising
- Logo endorsement in all print media, posters, press releases, newspaper and magazine ads
- Website endorsement with redirect option to your own company website
- Company name reference on the Learning Stage
- Time allotment for educational seminars to be provided by your company or partner sponsor
- 10 x 40 booth with skirted table, 4 chairs and one 1500w electric outlet
- 25 three day admission passes
- opportunity to distribute promotional material in the main show hall
- 2 half hour time slots per day to present information on our "Learning Stage"
- 5 sets of trophies to be presented by a representative of your company
- Company supplied banner displayed in the event hall
- Company supplied cup wraps to be given out at the concession stand with beverages sold in cups

- One complimentary hospitality room at the Best Western Bakerview Hotel for 2 nights (Friday Feb. 27 and Saturday Feb. 28)

Silver Sponsorship \$5000.00

- Name reference as sponsor on all media advertising
- Logo endorsement, all print media, poster, press releases, newspaper and magazine ads
- Website endorsement
- 10 x 40 booth with skirted table, two chairs and one 1500w power electric outlet
- 15 three day admission passes
- 5 sets of trophies to be presented on behalf of your company
- Supplied company banner displayed in the event hall
- Opportunity to distribute literature within the show area
- 2 half hour time slots per day to present information on our "Learning Stage"

Bronze Sponsorship \$2500.00

- Logo endorsement on all print media, posters, press releases, newspaper and magazine ads
- Website endorsement
- 10 x 10 booth with skirted table, 2 chairs and one 1500w outlet
- 10 three day admission passes
- 3 sets of trophies to be presented on behalf of your company
- Supplied company banner displayed in the event hall
- Opportunity to distribute literature within the show area
- 2 half hour time slots per day to present information on our "Learning Stage"

Best of the Best \$1500.00 Exclusive Sponsor

The Best of the Best cash awards honour the top winners in their classes. The classes vary from show to show. The recipients receive a special plaque and a cash award of \$100.00 each.

- The Best of the Best awards are presented on behalf of your company
- Company banner is visible during award ceremonies and photo ops with winners

People's Choice and Participant's Choice Sponsor \$1000.00

As part of the awards ceremonies, the public and the participating car owners choose these two prestigious awards which are accompanied by a cash award of \$200.00 each. These trophies will be presented on behalf of your company.

We have many other marketing opportunities for you to consider. We would invite your marketing department to contact our sales representative to discuss how you can help drive our event to be "the Best of the Best". Please contact us by phone at 604-514-2277 or by email at backseatinfo@shaw.ca to discuss your needs.

As we are always in quest of product give-aways throughout the show and award ceremonies. Your company will receive recognition, as a donator of the product, at the time of presentation. Please contact us to arrange pick up of any product that you wish to donate to our prize bank. We thank you for your support of our event.