

Greg Borrelli's
33RD annual **MayMadness**

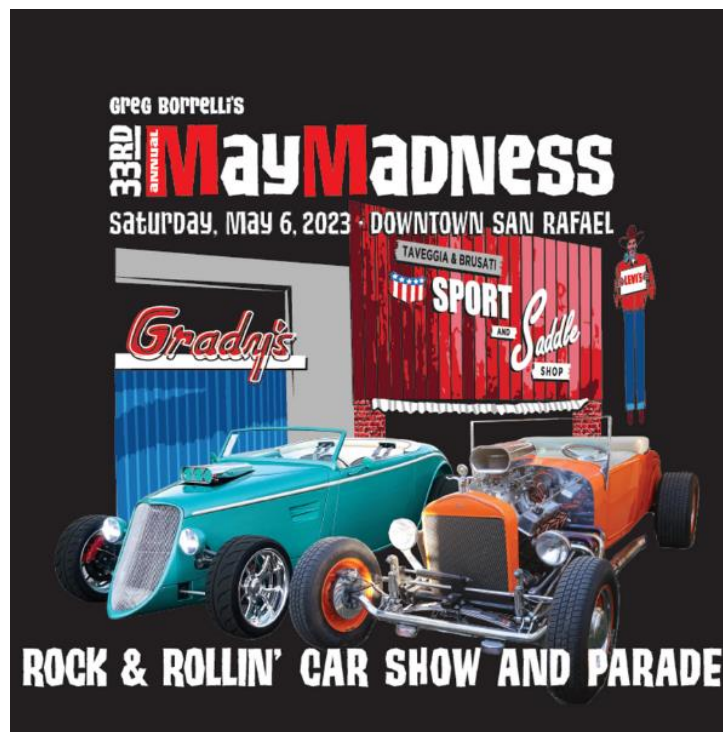
1

33rd Annual May Madness Car Show and Parade

May 6th, 2023
Noon-6pm

SPONSORSHIP PACKAGE & GUIDELINES

Review & return the application to participate!



Sponsorship administered by
May Madness San Rafael

831 4th St, San Rafael, CA 94901
(415) 265-4500

Rick@MayMadnessSanRafael.com ~ www.MayMadnessSanRafael.com



EXECUTIVE SUMMARY

May Madness is the longest running car parade in Northern California. Hundreds of vehicles of all types, including classic cars, hot rods and customs, line the streets of Downtown San Rafael.

San Rafael's Downtown & West End will rumble to life again as the tradition of "cruising" Fourth Street is remembered in the 33rd Annual **May Madness Car Show and Parade**.

May Madness is one of the most popular events in Marin County. Car owners clamor to be in the sold-out parade, and thousands come from all over Northern California to view these cool cars. **Saturday, May 6th, 2023** is the date for this year's festivities, and the May Madness organizing committee would like to invite you to join us for a roaring good time.

Producer: This event is planned and produced by the San Rafael Business Improvement District. May Madness is organized under the highest professional standards.

Event: May Madness is a well-established one-day event held every year in early May to take advantage of the height of the spring season.

Where: Fourth Street in Downtown San Rafael.

Date: Saturday, May 6, 2023

Hours of Event: 12 pm - 6 pm, Parade 5 pm

Attendance: 10,000 plus

Media Coverage: Social Media, Television, Radio, Magazine, and Newspapers

Demographics: Broad based in age, with sophisticated tastes and mid to upper income.

General Sponsorship Levels

We are confident that your association with the **San Rafael May Madness Car Show & Parade** will be an effective promotion and marketing strategy for your company this year, and in the years to come.

Corporate/Local Business:	Title	Presenting	Primary	Secondary	Tertiary	Patron	Contributing Sponsor
Price:	\$30,000	\$20,000	\$5,000	\$3,000	\$2,000	\$1,200	\$500
Pre-Event Representation:							
A. Event Poster	X	X	X	X	X	X	X
B. Display Advertising	X	X	X	X	X	X	
C. Website	X	X	X	X	X	X	
Site Presentation:							
D. Booth Presentation	10x30+	10x30+	10x30	10x20	10x10	10x10	
E. Event Promotional Signage	X	X	X	X	X	X	
F. Event Program / Tab	X	X	X	X	X	X	
G. Public Address	X	X	X	X	X		
H. Sampling	X	X	X	X	X		
Custom Development	X	X	X	X			
Cash Only, Trade Option not available	X						
Limited to two (2)		X					
Limited to three (3)			X				
Limited to four (4)				X			
Component Sponsorship Opportunities next page							

Special Sponsorships:

Media: \$20,000 plus
Beverage: Cash, Product Trade or Both

General Information:

Level benefits will determine location of booth space at the event site, i.e. higher traffic areas, main intersections and premier sign placement. Premier locations are allocated by seniority and higher levels of involvement.

Returning sponsors will be given the right of first refusal and priority for the following year. The levels will determine the size and scope of the company listing in all publicity, i.e. size of name or logo placement. Larger presentations are available on an individual basis and to be negotiated under the custom development levels.

All levels of involvement underwritten through payment by Cash, Trade, or combination thereof will be considered. This is in all cases other than the Sponsor Level, which is for cash or check only.

Pre Event Representation:

A. Event Poster - Business Name and/or Logo on multi-color Event Poster, minimum size 11" x 17", to be prominently displayed in numerous locations throughout the San Francisco Bay Area

B. Display Advertising - Business Name and/or Logo in Display Advertisements placed in prominent daily, weekly and or monthly publications throughout Marin County

On Site Representation:

D. Booth Presentation – A vinyl booth space in a premiere event location for the presentation of the Sponsor's product or service.

E. Event Promotional Signage – Display of banner, signs and flags visible throughout the event site

F. Event Program/Tab - Business Name and/or Logo in Special Event Supplement published by major print media sponsor, as an insert within the publication and as an overrun available at event

G. Public Address - Public acknowledgment from main stage, throughout the event at regular intervals

H. Sampling - The opportunity for product promotion through goodie bags distributed to all participants

Component Sponsorship Opportunities

Much of the presentation of May Madness is unique to this event, and to the community that it represents. Exceptional opportunities abound for sponsorship involvement within the focus of a specific component or activity.

Main Stage - Sponsorship options include high visibility signage and specific representation at the Entertainment Main Stage Area. This is a Sponsorship Level all to itself **(\$2,500)**

Featured Marque – Featured Marque vehicles staged on A Street (north of 4th Street), the heart of the festivities. Includes presentation of marque through signage and space for six (6) sponsor vehicles. **(\$1,000)**

4th Street Banners – Business name/ logo on 30 double-sided vertical banners displayed on 4th Street 3 weeks prior to event. **(\$2,500)**

Children's Activities Area – Family Friendly quality children's games, jumpies, and activities. **(\$1,000)**.

Merchandise – To include Name and/or Logo on T-shirt Back. **(\$1,000)**

2nd Entertainment Area – Sponsor smaller entertainment area with live music **(\$500)**

Commercial Booth Sponsor – 10x10 high-traffic booth space at event. **(\$400)**

Trophy Sponsor – Limited opportunity to create & present trophy to reflect your business, i.e. Best Paint, Best Interior, etc. **(\$150)**

GREG BORRELLI'S
33RD annual MayMadness
May Madness Sponsorship Application

Please fill out and email/mail to:
Rick@MayMadnessSanRafael.com ~ 831 4th St, San Rafael, CA 94901

Business Name: _____

Contact Name: _____ Phone: _____

Address: _____

Email: _____ Website: _____

Sponsorship Level:

Select all that apply

- Title Sponsor \$30,000
- Presenting Sponsor \$20,000
- Primary \$5,000
- Secondary \$3,000
- Tertiary \$2,000
- Patron \$1,200
- Contributing \$500
- Trophy Sponsor \$150
- Media \$20k value
- Beverage Select: cash, product, trade
- Component Sponsor (see totals/selections on previous page): stage, children's activities, banners, merch: _____
- Other: please contact us to personalize

Payment Information:

- Check enclosed
- Payment will come later
- Invoice me
- Charge Credit Card #: _____ exp: _____

Signature for card Authorization: _____ date: _____

May Madness Tax ID #46-0586110

Thank you for supporting San Rafael's Annual May Madness!