



2017 SPONSORSHIP PACKET

JULY 22nd 2017 | 10AM - 4PM



WELCOME

We are gearing up and getting ready for the 2017 Rolling into Roanoke Car Show. I hope you were able to attend the car show the past 3 years. Last year we had over 450 cars on display with attendance of 3,000-4,000 people. This year our goal is to bring in over 600 cars and more than 5,000 people!

The funds we raise will be used to support the Foundation's current projects which include:

- Identifying gateways to Roanoke and creating new signage.
- Adding more historic style lamp posts to downtown Roanoke.
- Contributing to our endowment for future projects.
- Adding more sponsor bricks and engraved plaques to Main Street & designated areas like the historical style lamp posts.
- Supporting the Roanoke Park Department projects.
- Helping to support the Roanoke Police & Fire Departments
- 10% of the net profit from this event will be donated to the Auburn Cord Duesenberg Automobile Museum in Auburn, IN, and to the National Auto & Truck Museum also in Auburn.
- Installing new outdoor speakers along Main St. and park by 2018 for the Car Show and for other events year round.

All this happens with help from the community and their sponsorships.

Our major sponsors to date are:

- Sweet Cars
- Ultra Motor Sports
- Two EE's Winery
- GM/UAW Local 2209
- I-69 Trailer Center
- Huntington Sheet Metal
- Summit City Chevrolet
- Clear Elevation
- FW Business People
- Fort Wayne Living
- Relentless Powersports.

Come join our team! I've included information about the sponsorship levels and a donation form. Please call or contact me if you have any questions. I'd love to talk with you.

Rick Fischer, Chairman
Cell: 260-341-3326
decoillusions@yahoo.com



ROANOKE BEAUTIFICATION FOUNDATION

OUR MISSION

The Roanoke Beautification Foundation's purpose is to primarily engage in promoting the social welfare of the people who work, live and visit Roanoke, Indiana by building or maintaining public common areas in downtown Roanoke, Indiana including streets, sidewalks and parks, in order to beautify and design a unique "Roanoke" image consistent with Roanoke's character that existed at the turn of the 19th century, to lessen the burdens of the Town of Roanoke by engaging in capital improvements, maintenance and repairs to public property that is consistent with the historic Roanoke theme and reduce general community deterioration.

WHY BEAUTIFICATION?

It is a fact that physical improvements in a town's downtown area can be a driving force in a community's revitalization. Such is the case in Roanoke whose beautification and revitalization success story is being recognized today as a model for small towns across America.

Like many small towns in rural America that lost their original purpose, Roanoke spent several years in a state of decline. Gone was the vibrant commercial sector along Main Street that sustained Roanoke's economy. In 1992, a volunteer group of local businessmen and citizens formed a sub-committee of the Roanoke Chamber of Commerce that was dedicated to reviving Roanoke by improving its appearance. The volunteer group oversaw the completion of the improvement project to the historic business district in 1993. That included the planting of trees, new brick-lined sidewalks, placement of antique looking street lights and resurfacing the street.

Since its inception, the Foundation has spent over \$45,000 to finance various improvements in downtown Roanoke. The primary fund-raiser has been the Patriotic Pops Concert. In addition, many businesses and individuals have undertaken beautification efforts at their own expense as part of Roanoke's revitalization. The recognition of Roanoke on a regional and national basis is expected to help the community expand its beautification efforts and meet the challenges of the future.

The beautification of Roanoke has attracted new businesses to downtown Roanoke bringing new jobs which has resulted in the expansion of Roanoke's economy. We hope you can partner with us to keep Roanoke looking great.



SPONSORSHIP LEVELS

DIAMOND LEVEL - \$5,000

- Company name and logo on event sponsorship banners at registration and info booths
- Your promotional banner that you provide on Main Street and in the Park
- Full page 4/c advertisement in the 1,500 Rolling into Roanoke program books
- Listed as a major sponsor in May, 2017 FW Living Magazine and June and July 2017 issues of FW Business People Magazine
- Listed as a major sponsor in the Fort Wayne International Airport on a lite sign in baggage claim area
- Company logo included in print media advertising
- Company name or logo on all 10,000 fliers and all 250 2'x2' window posters.
- Featured post on our Facebook page highlighting your company as a sponsor
- Company listed on the Rolling into Roanoke webpage with a link to your website.
- Sponsorship Acknowledgement during event announcements and awards.
- 600 goodie bags will be handed out with your provided information to be added in them.
- First time new sponsor gets a complimentary engraved brick on Main Street and an engraved sponsor plaque on a historic style street lamp downtown.
- Award sponsor and judge for a Specialty Award plaque based on your favorite car of the day.
- Two door prizes to be given in your name.
- VIP parking for your show cars in the heart of Main St. in between 1st St. and 2nd St.

PLATINUM LEVEL - \$2,500

- Company name and logo on sponsorship banners at registration and info booths.
- Your promotional banner that you provide on Main Street and in the Park.
- Half page 4/c advertisement in the 1,500 Rolling into Roanoke program books.
- Listed as a major sponsor in May 2017 FW Living Magazine and June and July 2017 issues of FW Business People Magazine.
- Company name or logo on all 10,000 fliers and all 250 2'x2' window posters.
- Featured post on our Facebook page highlighting your company as a sponsor
- Company listed on the Rolling into Roanoke webpage with a link to your website.
- 600 goodie bags will be handed out with your provided information to be added in them.
- First time new sponsor gets a complimentary engraved brick on Main Street.
- Sponsorship Acknowledgement during event announcements and awards
- Award sponsor and judge for a Specialty Award plaque based on your favorite car
- A door prize to be given in your name.
- VIP parking for a few show cars of yours downtown



SPONSORSHIP LEVELS

GOLD LEVEL - \$1,000

- Company name on event sponsorship banners at registration and info booths.
 - One-Third page 4/c advertisement in the 1,500 Rolling into Roanoke program book
 - Company listed on the Rolling into Roanoke webpage
 - Sponsorship Acknowledgement during event announcements and awards
 - Award sponsor and judge for a Specialty Award plaque based on your favorite car
 - 600 goodie bags will be handed out with your provided information to be added
 - Posting of our sponsor list on our Facebook page as a thank you.
-

SILVER LEVEL - \$500

- Company name on event sponsorship banners
 - Quarter page 4/c advertisement in Rolling into Roanoke program books.
 - Company listed on the Rolling into Roanoke webpage
 - Sponsorship Acknowledgement during event announcements and awards
 - 600 goodie bags will be handed out with your provided information to be added in them
 - Posting of our sponsor list on our Facebook page as a thank you.
-

BRONZE LEVEL - \$250

- Company name on event sponsorship banners
 - Eighth page 4/c advertisement in the 1,500 Rolling into Roanoke program books.
 - Company listed on the Rolling into Roanoke webpage
-

FRIEND OF ROANOKE - \$100

- Listed as sponsor in Rolling into Roanoke event program book



SPONSORSHIP DYNO PACKAGE LEVELS

DYNO LEVEL PACKAGES

The 2017 Car Show brings Dyno Track Lab from Saint Louis, MO. It is a machine that tests vehicles on a variety of performance factors. Surrounding the dyno truck are available advertiser banner spaces. The dyno machine will be in the park.



DYNO PACKAGE A - \$100

- 3' X 4' banner around the dyno truck; sponsor provides the banner

DYNO PACKAGE B - \$300

- 1/8 page ad in the event book and a 3' X 4' banner around the dyno truck.

DYNO PACKAGE C - \$600

- 1/4 page ad in the event book and a 4' X 4' banner ON the dyno truck itself.
-



SPONSORSHIP FORM

Moneys raised through Rolling into Roanoke will go to the Roanoke Beautification Foundation, a 501(c)3 non-profit institution. **Your tax deductible contribution is greatly appreciated.**

Diamond Sponsor (\$5,000)

Platinum Sponsor (\$2,500)

Gold Sponsor (\$1,000)

Silver Sponsor (\$500)

Bronze Sponsor (\$250)

Friend of Roanoke (\$100)

\$150 - Dyno Package A

\$300 - Dyno Package B

\$600 -Dyno Package C

Check enclosed

Payable to Roanoke Beautification Foundation

Please send invoice

GENERAL INFORMATION

PLEASE PRINT YOUR NAME OR BUSINESS NAME AS IT SHOULD APPEAR IN THE EVENT PROGRAM

Business Name:

Address:

City:

State:

Website:

Phone:

CONTACT INFORMATION

Contact Name:

Title:

Email Address:

Phone:

By signing this sponsorship form, you are agreeing to pay the selected sponsorship amount.

Signature:

Date:

IMPORTANT INFORMATION

Return to: Roanoke Beautification Foundation; PO Box 388; Roanoke, IN 46783. **Logos & Artwork to be sent digitally to:** artwork@clearelevation.com

Deadline: Your sponsorship is due by April 15 to receive all the benefits of your selected level.