

CALIFORNIA'S LARGEST MUSTANG SHOW!

2017 Sponsor/Vendor APPLICATION



21st Annual PONIES AT THE PIKE

Sponsorship & Vendor Opportunities

TITLE SPONSORSHIP OPPORTUNITIES

____ TITLE SPONSOR (1) \$10,000.00

- *Booth Space (up to 20x80)
- *Your logo will be featured on all event apparel
- *Generous Banner Placement (supplied by you)
- *PA Announcements
- *Logo Placement on all show materials
- *10 Event Dash Plaques
- *10 Event T-shirts
- *Goody-Bag Insertions
- *Link on Show Website

____ STAGE SPONSOR (1) \$5000.00

- The Main Stage will be named for your business!
- *Booth Space (up to 20x60)
- *Banner on Stage
- *Banner Placement (10)
- *PA Announcements
- *Goody-Bag Insertions
- *8 Event Dash Plaques
- *8 Event T-shirts
- *Link on Show Website

____ HOSPITALITY SPONSOR \$3500.00

Name our Saturday night guest & volunteer Event!

- *Booth Space (10x30+)
- *Banner Placement (5)
- *PA Announcements
- *Goody-Bag Insertions
- *5 Event T-shirts
- *Link on show website

SOUND SPONSOR (1) \$3000

RAFFLE TITLE SPONSOR: (1) \$2,000

GOODIE BAG SPONSOR (1) \$1500.00

GOLF CART SPONSOR: (1-4) \$1500.00

____ APPAREL SPONSOR (1) \$4000.00

- *Booth Space (up to 20x60)
- *Your logo prominently featured on all apparel
- *Generous Banner Placement (supplied by you)
- *PA Announcements
- *Logo Placement on all show materials
- *10 Event Dash Plaques
- *10 Event T-shirts
- *Goody-Bag Insertions
- *Link on Show Website



- ♦ 300+ Mustangs & Ford Vehicles!
- ♦ Over 200 Awards!
- ♦ Be a part of our huge Goodie Bags!
- ♦ Awesome Raffles and Auctions!
- ♦ Food, Fun & MORE!
- ♦ California's Largest Mustang Car Show for over 11 years!

MAJOR SPONSORSHIP OPPORTUNITIES

____ BRONZE \$500.00

- *Booth Space (10x20)
- *Enough space for 1 vehicle
- *Goody-Bag Insertions
- *Event Dash Plaque
- *2 Event Shirts
- *Link on show website

____ SILVER \$1000.00

- *Booth Space (10x30)
- *Enough space for 2 vehicles
- *Banner Placement (2)
- *PA Announcements
- *Goody-Bag Insertions
- *5 Event Dash Plaques
- *2 Event T-shirts
- *Link on show website
- *Lunch on Us! Up to 2 people

____ GOLD \$2500.00

- *Booth Space (up to 20x50)
- *Enough space for 4 vehicles
- *Banner Placement (4)
- *PA Announcements
- *Goody-Bag Insertions
- *10 Event Dash Plaques
- *5 Event T-shirts
- *Link on show website
- *Lunch on us! Up to 4 people

TROPHY SPONSORSHIPS

You'll be promoted at the Awards Ceremony, mentioned when we award the class you sponsor. This is another great way to get your business in front of the crowd when they are the most captive - while awaiting awards to be given out!

First Vehicle Class: \$100

Up to 5 additional classes: \$25 each

INCLUDES GOODIE BAG INSERTION!

We'd like to sponsor ____ Trophy class(es). Total: \$_____

GOODIE BAG INSERTION

500 Bags, Just \$100!

Promote your business in our popular goodie bags. Reach your target audience of Mustang & Ford owners Just \$100 -or- trade \$125 in raffle/auction items

Please insert our

____ Flyers/Brochures ____ Samples ____ Stickers
____ Pens ____ Other: _____

When planning your shipment, please ship or deliver items by Friday, September 15th.

VENDORS

SUNDAY AM SETUP

6:15am - 8:00am

All support vehicles must be parked or removed from show field by 6:45am!!

Saturday setup is available!

SHOW HOURS

SHOW PARTICIPANTS

Participant parking takes place from 7:00 am - 8:45am

SPECTATORS

Our show is advertised to the public as 10am-4pm, however vendors should be aware that the majority of participants arrive in the 7am hour. Please note: vendors can not leave early.

Continued

21st Annual PONIES AT THE PIKE

Sponsorship & Vendor Opportunities



Put your business in front of 1000s of spectators! This is one of the most promoted automotive events in SoCal! Several opportunities exist for Individuals and businesses!

VENDOR BOOTH/DISPLAY OPPORTUNITIES

Vendor spaces are \$250 each.

Most spaces are 10' (wide) by 10' (deep). Discounts may be available for multiple spaces. If you want to place a vehicle in your space, you may purchase two spaces, or see our "Sponsor" levels to find the best deal for your company.

Not accepting apps for:
Food; Apparel; Alcohol

BENEFITS:

*One Event Shirt *Goodie Bag Insertion

Total number of spaces _____ Total \$_____

There is also very limited room for all sizes of trailers / rigs.
Contact us, and we'll do whatever it takes to get you to the Show!

RAFFLE / AUCTION DONATIONS

BCMC's *World Famous Raffle* is one of the best raffles you'll find at any car show. Higher value donations become part of our **LIVE AUCTION** lineup. Donate a raffle item(s) and be a part of this important club fundraiser. Make an even bigger impact and donate an Auction item. Vehicle-specific items (such as superchargers, wheels, exhaust kits, etc) are auctioned off so that the person who needs it, gets it & uses it. Our fun & exciting auctions are like a live TV commercial for your business, where the whole show is *focused solely on your product* for the duration of the exciting and high energy live auction bidding. If your representative is at the show, they can also be part of the auction/promotion!

_____ We'd like to donate and support your raffles/auctions
(please give us a description of the item along with your MSRP)

When planning your shipment, please deliver items no later than **Friday, September 15th.**

Please complete and mail/ship entire application

Business/Organization _____ Contact Person _____

Address _____ City _____ State _____ Zip _____

Phone # () _____ E-Mail Address _____ Website _____ Shirt size(s) _____

Pay by: _____ Check or: _____ Call me, I'd like to pay by credit card or PayPal Account Enclosed: \$ _____

I agree to abide by all rules, regulations and restrictions set forth by the Beach Cities Mustang Club (BCMC), and the City of Long Beach. I agree to have my booth/display in place for the entire hours of the Event. In consideration of inclusion as a participant in Ponies at the Pike, the participant agrees to indemnify and hold harmless BCMC and its officers; The MCA; The City of Long Beach; and all members, agents, employees, and other volunteers from and against all liability of loss that the participant and participants guest, including family and relatives, may sustain or incur as a result of claims, demands, cost of judgments arising from participants involvement in this event.

Signature _____ Date _____

This is an agreement to participate in the Ponies at the Pike 21. No refunds. In the event of rain, the show may be rescheduled and your space/sponsorship will be kept as agreed.

For more info call (562) 498-2262 or email us at sponsor@bcmc.net

**NOTE: Our NEW Shipping Address: BCMC
3730 Industry Ave #211, Lakewood, CA 90712**

Join the fun while putting your business in front of 1000s of Mustang/Ford owners & enthusiasts!



In 2006, Ford unveiled the new 2007 Shelby GT to the public for the first time!



Got a Big Rig Display? Call Us Today!



A LOOK AT PAST SHOWS....



OVERHAULIN'S

CARBON DRIVEN



MUSTANG DRIVER
PEOPLE, PERFORMANCE, PASSION!

AMERICA'S TIRE



JC TAYLOR INSURANCE



Current & Past Sponsors Include....

