

**CALIFORNIA'S LARGEST MUSTANG SHOW!**

# 2019 Sponsor/Vendor APPLICATION



# POPPIES AT THE PIKE

Long Beach Mustang & Ford Car Show

## Sunday, Sept 15, 2019

# 23rd 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    \*Goody-Bag Insertions
- \*10 Event T-shirts        \*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

#### \_\_\_ 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    \*Goody-Bag Insertions
- \*10 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**



- ◆ 350+ 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 12 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 (1 year)
- \*One PA Announcement

#### \_\_\_ SILVER \$1000.00

- \*Booth Space (10x30)
- \*Enough space for 2 vehicles
- \*Banner Placement (2)
- \*PA Announcements (2)
- \*Goody-Bag Insertions
- \*5 Event Dash Plaques
- \*2 Event T-shirts
- \*Link on show website (1 year)
- \*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 (3)
- \*Goody-Bag Insertions
- \*10 Event Dash Plaques
- \*4 Event T-shirts
- \*Link on show website (1 year)
- \*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, Sept 6th.**

### 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.

# 23rd 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)

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When planning your shipment, please deliver items no later than **Friday, September 6th.**

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 (3% fee) 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. I understand that I am responsible for my booth/booth vehicle(s) and all contents therein. 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. I understand that BCMC has the right, at their discretion, to change, cancel or postpone any car show or event in the case of rain or other Act of God or Disaster. I understand that there are no refunds for any reason after August 1st, 2019. You must sign and agree to these policies to participate in our event.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*This is an agreement to participate in the Ponies at the Pike 23. No refunds. In the event of rain or any other unforeseen event, the show may be rescheduled and your space/sponsorship will be kept as agreed.*

For more info call (562) 843 2927 or email us at [sponsor@bcmc.net](mailto: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

JC TAYLOR

SW LIGHTS

MUSTANG DEPOT

AUTOBADGES

AMERICA'S TIRE

NITTO TIRE AUCTION



HOTCHKIS SPORT SUSPENSION

## Current & Past Sponsors Include...



MGP CALIPER COVERS



FALKEN



303



ROUSH RACING



EATON

LO JACK

Hertz

MAGNAFLOW Performance EXHAUST



COSTCO WHOLESALE



Mustang Monthly

Mustang & FORDS

