

20TH ANNUAL MUSTANG & FORD

PEOPLE'S CHOICE CAR SHOW



**SEPTEMBER 24-25, 2016**

Dear Business Owner/Manager,

May, 2016

I would like to take this opportunity invite your company to take part in the Beach Cities Mustang Club's annual *Ponies at the Pike Mustang & Ford Car Show*. Formerly known as *Mustangs at the Queen Mary*, this has been California's largest Mustang show for over a decade. 2015 was our largest show ever, with over 400 Mustangs and other Ford vehicles. The show is held next to the water at Shoreline Park. The show takes place on Sunday and Saturday setup is available for our vendors.

**Hundreds of participants and thousands of spectators** enjoy California's largest Mustang show each year, filled with awesome cars, a great family-friendly atmosphere, and a whole lot of fun.

Our new location has realized much more foot traffic. We are now adjacent Long Beach's top destination, which includes the Long Beach Convention Center & Arena, The Pike Outlet & Entertainment complex, the Aquarium of the Pacific, Shoreline Village and more. This has resulted in a dramatic increase in walk-in traffic.

There are many sponsorship levels, including Naming levels: Title, Sound, Stage, Raffle are some of the top-level opportunities. We also need everything from goodie bag stuffers to raffle prizes to auction items, as well as much needed cash donations.

Only with support from companies like yours, our shows continue to grow each year. I invite you to take a moment to review our **2016 Vendor/Sponsor Application** and be a part of one of the most exciting automotive events in Southern California. We know you have many places to apply your marketing budget, and we work harder than anyone to have you realize your Return on Investment.

**Our host hotel is the Hyatt Regency**, just a short walk (about 1/4 mile) from the show site. Our special rate of \$159+tax per night is available to you while rooms last. You can book online at [www.PoniesAtThePike.com](http://www.PoniesAtThePike.com).

If you have any questions, please feel free to contact me at any time, by email (best) or phone - both are below. BCMC would like to thank you in advance for supporting our 2016 show.

Sincerely,

Jon Schultz  
Founder & Chairman  
Ponies at the Pike  
[info@bcmc.net](mailto:info@bcmc.net)  
[www.poniesatthepike.com](http://www.poniesatthepike.com)



**OFFICIAL MCA  
REGIONAL SHOW**

**NEW SHIPPING ADDRESS**

Beach Cities Mustang Club  
3730 Industry Ave #211  
Lakewood, CA 90712

Phone/Hotline: (562) 498-BCMC (2262)

Website: [www.bcmc.net](http://www.bcmc.net)

Email: [pap@bcmc.net](mailto:pap@bcmc.net)

BCMC is a 501c(7) non-profit organization

Ponies at the Pike ©2014, 2016; Mustangs at the Queen Mary ©1999 - 2016