

21ST ANNUAL MUSTANG & FORD

PEOPLE'S CHOICE CAR SHOW



SEPTEMBER 23-24, 2017

Dear Business Owner/Manager,

July, 2017

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. 2016 was our largest show ever, with over 450 Mustangs and other Ford vehicles registered. The show is held next to the water at Shoreline Park. The show takes place on Sunday. You can set up on Saturday and join our late afternoon Meet, Greet, Park & Eat event.

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 show location gets a lot of foot traffic. We are part of the revitalized Downtown area, which includes the Long Beach Convention Center & Arena, The Pike Outlet & Entertainment complex, the Aquarium of the Pacific, Shoreline Village and more. There is not a better location in SoCal for a car show!

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. Our sponsors are the driving force behind our success, and our goal is that you have a successful show.

Only with support from companies like yours, our shows continue to grow each year. I invite you to take a moment to review our **2017 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 Hilton Long Beach, It's .8 mile away, with a shuttle to the show. Our special rate of \$174+tax per night is available to you while rooms last. You can book online at 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 2017 show.

Sincerely,

Jon Schultz
Founder & Chairman

Ponies at the Pike
info@bcmc.net
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)

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

Website: www.bcmc.net

Email: pap@bcmc.net

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