

25TH ANNUAL MUSTANG & FORD

PEOPLE'S CHOICE CAR SHOW



POPPIES™ AT THE PIKE



SEPTEMBER 18, 2021

Dear Business Owner/Manager,

July, 2021

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 and California's largest Mustang show for over a decade. The show is held next to the water at Shoreline Park. For the first time in our history, the show takes place on a Saturday. Any doubts that a day change, a pandemic, or our later hours might keep people away, were removed when the show sold out in less than a week.

Hundreds of participants and thousands of spectators enjoy *Ponies at the Pike* 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 Long Beach area, which includes the Long Beach Convention Center & Arena, The Pike Outlet & Entertainment complex, the Aquarium of the Pacific, Shoreline Village and more. This year, the popular Formula Drift races will be taking place just a few blocks away. There is not a better location in SoCal for a car show!

There are many sponsorship/naming levels. Title, Sound and Stage are a few 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 as well.

Only with support from companies like yours, our shows continue to grow each year. I invite you to take a moment to review our **2021 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 \$169+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 2021 show.

Sincerely,

Jon Schultz
Founder & Chairman

Ponies at the Pike

info@bcmc.net

www.poniesatthepike.com



**OFFICIAL MCA
REGIONAL SHOW**

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

Sponsor Support: Phone: (562) 843-2927 (Jon's mobile) Website: www.bcmc.net Email: info@bcmc.net

BCMC is a not-for-profit organization

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