



Vista Rod Run 21st & 2nd Smokin' Q Classic

Sponsorship Program

www.vistarodrun.com



Dear Prospective Sponsor:

The Vista Village Business Association (VVBA) is preparing for their 21st annual Vista Rod Run and 2nd annual Smokin' Q Classic. Our BBQ Competition is scheduled for Saturday, July 31, 2010 and the Vista Rod Run on Sunday, August 1, 2010 in Historic Downtown Vista. We would like to take this opportunity to invite you to become part of Downtown Vista's biggest event, which draws people from all over Southern California. The two day weekend event is expected to attract approximately 15,000 visitors to taste world class BBQ and check out amazing Hot Rods. With this in mind we feel the benefits to your business can be a great exposure opportunity.

Enclosed is a contract sponsorship packet outlining various levels of sponsorship and the benefits your business receives from each level. Please look this over and see which level can best suit your business.

The VVBA is a registered 501 (c) (3) non-profit organization dedicated to the revitalization and enhancement of downtown Vista. Your sponsorship may be tax deductible, but check with your tax advisor. We will be announcing our event beneficiary at a future date.

We appreciate you taking the time to review this package. If you already know which level you want to select, please call our office or fax the package to (760) 940-6210 and we will sign you up right away.

If you have any questions, please feel free to call us at 760-414-9391 or stop by our office located at 127 Main Street.

Thank you in advance for your support.

Janet Puckett
Executive Director
127 Main Street
Vista, CA 92084



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Custom Title Sponsor \$5,000

As a major corporate sponsor of 2010 Vista Rod Run/Smokin' Q Classic event you are supporting the best family event in North San Diego County. Historically, the Rod Run attracts over 10,000 spectators and more than 300 car participants. The car show is well advertised and heavily attended; your logo will become widely recognized through its association with this event. The VVBA is having their 2nd annual Smokin' Q Classic in tandem with Vista Rod Run. In order to receive full exposure, VVBA will need to receive this level of sponsorship by ASAP. The quicker you sponsor the more coverage your business gets. Below are the benefits you will receive with this sponsorship:

Title sponsor of event	Rod Run calendar advertising	T-Shirt advertisement
Rod Run stage signage	All printed flyers	Logo on posters
10 X 10 Booth space (Weekend)	Trophy sponsor	Goodie Bag Item (optional)
Personalized Kiosk poster	Over the street banner	Vista Entertainment Center ad
BBQ stage signage	Krikorian ad space (June – July)	Sponsorship plaque
Link and logo on Website	All printed flyers	

Classic Sponsor \$2,500

Entertainment is a vital part of this event; everyone notices the music and stage area. This is the area where spectators gather to relax; this sponsorship will put you on stage on Saturday and Sunday. This sponsorship is the backbone of our advertising program. Seen in every ad and on every flyer, your company will receive a lot of exposure the quicker you sponsor. Additionally, thousands of flyers are distributed at dozens of events for months prior to the Vista Rod Run & BBQ Competitions. In order to receive full exposure, VVBA will need to receive this type of sponsorship ASAP. Below are the benefits you will receive for this type of sponsorship.

Personalized kiosk poster	Rod Run calendar advertising	T-Shirt advertisement
Rod Run stage signage	All printed flyers	Logo on posters
10 X 10 Booth space (Weekend)	Trophy sponsor	Goodie bag item (optional)
Over the street banner	Link and logo website	BBQ stage signage
Krikorian ad space (June – July)		Vista Entertainment Center ad

Antique Sponsor \$1,000

This sponsorship gives you an opportunity to be part of the Vista Rod Run/BBQ Competition. An Antique sponsor is an affordable package that will give your business great exposure at our weekend event. The VVBA will promote your business with your logo on all printed ads. In order to receive full exposure, VVBA will need to receive this type of sponsorship ASAP. Below are the benefits you will receive with this type of sponsorship.

T-Shirt advertisement	Trophy sponsor	Krikorian ad space (June – July)
10 X 10 booth space (Weekend)	Logo on posters	Goodie bag item (optional)
Vista Entertainment Center Ad	All printed flyers	Link and logo on website

Vintage Sponsor \$ 500

This sponsorship is very important to our Vista Rod Run/BBQ Competition. The Vintage Sponsor is great opportunity to get you to participate at the day of the event. You will also be advertised and will allow your business to reach our spectators and car owners in the show. Below are the benefits you can receive with this type of sponsorship.

T-Shirt advertisement or 10 x 10 booth space (one day)	
Logo on posters and flyers	Link and logo on website
Goodie bag item (optional)	All printed flyers (Except N.C. Times ad)

Hot Rod Sponsor \$ 300

This sponsorship is vital for the entire Vista Rod Run/BBQ Competition. Your company logo will be on all printed flyers that will be distributed to over 250 businesses in downtown Vista.

Business logo on website

Goodie bag item (optional)

All printed flyers ((Except N.C. Times ad)

Trophy Sponsor \$50

Your name or business name on one of our trophy awards

(The VVBA will designate trophy)

This contract states that the following terms have been agreed upon between
the event sponsor and Vista Village Business Association.

Business Name: _____

Contact Person: _____ E-mail: _____

Address: _____ City: _____ State: _____ Zipcode: _____

Phone: _____ Fax: _____

Please select your sponsorship level:

Custom Title: __ \$5,000 **Classic:** __ \$2,500 **Antique:** __ \$1,000

Vintage: __ \$500 **Hot Rod:** __ \$300 **Trophy:** __ \$50

*****Please make checks payable to Vista Village Business Association or pay by:***

Name on Credit Card _____ Billing ZIP Code _____ Total enclosed \$ _____

Signature _____ Circle: VISA/MC/Disc card # _____ Exp. _____

Three digit number behind your CC: _____

Will you be providing a promo item for the Goodie Bags (400 needed): YES NO

Describe your item:

Special Comments:

**All benefits will be available to the sponsor immediately following the receipt of the logo, signed contract and payment. Sponsors should send high-resolution file of logo to info@vvba.org.

Sponsor Signature: _____ Date: _____

Thank you for sponsoring downtown Vista biggest event.

Mail Checks to: Attn: Janet Puckett, Vista Village Business Association

127 Main Street, Vista, CA 92084

Phone: (760) 414-9391 Fax: (760) 940-6210