

Dancing in the Streets

Crowds flock to this popular car cruise-in and musical night, one of the largest regional tourist events of the summer. Drive and dance your way to new and repeat business with your sponsorship.

Saturday, July 18, 2009
4 p.m. to midnight
Throughout Downtown
Lafayette-West Lafayette

Attendance usually tops 20,000



Downtown cruise-in

A classic car cruise-in and motorcycle show, two stages of live entertainment, numerous food and beverage vendors selling on the street, and more make this great fun for all ages.

Your sponsorship pays

Your support brings people together for good times and adds to our community's quality of life. Reach thousands with the message that you're a business on the go with your sponsorship.

Choose from these sponsorship levels:

- \$6,000 Leader of the Pack:** Your name (presented by) in all event and media materials: TV and cable (with 10-second company tag), billboards, radio, posters, table tents, flyers, programs, banners and news releases; website link; company designated as place to purchase tickets; VIP passes and complementary beverage tickets; 30 admission wristbands and 20 t-shirts.
- \$5,000 VIP Lounge Sponsor:** Lounge named after your business; opportunity to hand out party favors with your name/logo and provide ads for lounge showing; name in all event and multimedia materials; onsite banner; website link; company designated as place to purchase tickets; 30 admission wristbands and 15 t-shirts.
- \$3,000 Cool Cruiser, Classic Car Cruise Sponsors:** Your name in all event and media materials: TV and cable (with 10-second company tag), billboards, radio, posters, table tents, flyers, programs, an onsite banner and news releases; website link; company designated as place to purchase tickets; 30 admission wristbands and 15 t-shirts.
- \$3,000 Motorcycle Show and Cruise Sponsor:** Your name prominent as Cruise Sponsor in all event and media materials: TV and cable (with 10-second company tag), billboards, radio, posters, table tents, flyers, programs, an onsite banner and news releases; website link; company designated as place to purchase tickets; 30 admission wristbands and 15 t-shirts.
- \$2,000 Back Stage Pass, Stage Sponsor:** Your name in event and media materials: billboards, radio, posters, table tents, flyers, programs, an onsite company banner and news releases; website link; company designated as place to purchase tickets; naming rights to stage; 15 admission wristbands and 8 t-shirts.

Choose from these sponsorship levels (continued):

- \$2,000 **Checkered Flag Prize Sponsor:** Your name in event and media materials: billboards, radio, posters, table tents, flyers, programs, an onsite company banner and news releases; website link; company designated as place to purchase tickets; naming rights to stage; 15 admission wristbands and 8 t-shirts.
- \$1,500 **Roadie, Band Sponsor:** Your name in event and media materials: billboards, radio, posters, table tents, flyers, programs, an onsite company banner and news releases; website link; company designated as place to purchase tickets; 15 admission wristbands and 8 t-shirts.
- \$1,000 **Bouncer, Gate Sponsor:** Your name in event and media materials: billboards, radio, posters, table tents, flyers, programs, an onsite company banner and news releases; website link; company designated as place to purchase tickets; naming rights to gate entrance; opportunity to staff admission gate; 10 admission wristbands and 5 t-shirts.
- \$750 **Chrome Level Sponsorship:** Company name or logo on print promotions; company banner on-site; 8 admission wristbands.
- \$500 **Leather Level Sponsorship:** Company name or logo on print promotions; 5 admission wristbands.
- \$250 **Bronze Level Sponsorship:** Company name or logo on print promotions; 3 admission wristbands.
- \$ ____ **Custom Package:** We'll bundle the perks your business most desires in a custom-created sponsorship package.

Take the lead

To sign on as a sponsor or obtain more information, contact



Downtown Development Council
337 Columbia St., P.O. Box 348
Lafayette, IN 47902

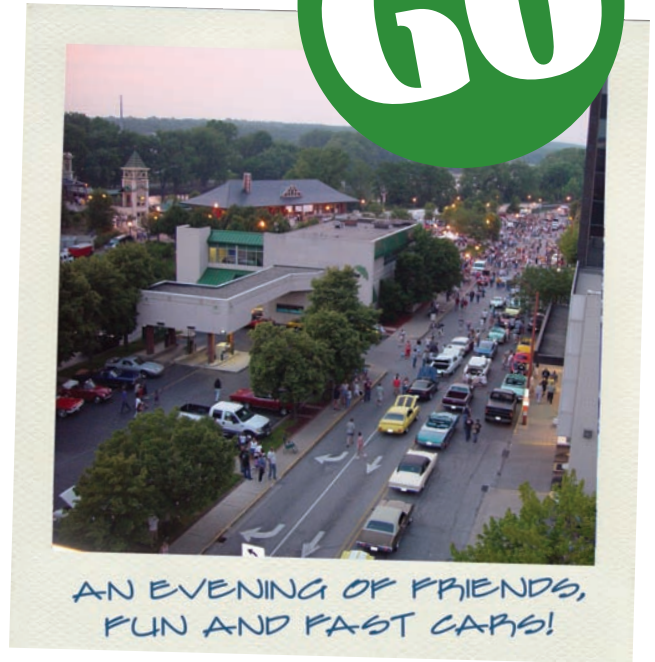
765-742-4044
www.DancingintheStreets.net



Mail to Greater Lafayette Commerce, Downtown Development Council, P.O. Box 348, Lafayette, IN 47902.

Yes! I'd like to be a Dancing in the Streets sponsor.

- _____ \$6,000 Leader of the Pack
- _____ \$5,000 VIP Lounge Sponsor
- _____ \$3,000 Cool Cruiser, Classic Car Cruise Sponsors
- _____ \$3,000 Motorcycle Show and Cruise Sponsor
- _____ \$2,000 Back Stage Pass, Stage Sponsor
- _____ \$2,000 Checkered Flag Prize Sponsor
- _____ \$1,500 Roadie, Band Sponsor
- _____ \$1,000 Bouncer, Gate Sponsor
- _____ \$750 Chrome Level Sponsorship
- _____ \$500 Leather Level Sponsorship
- _____ \$250 Bronze Level Sponsorship
- _____ \$ _____ Custom Sponsorship Package



Contact name: _____

Business name: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____ Website: _____