



River Road Classic Car Show Sponsorship Invitation

Overview

Continuing the success of the **Classic Car Show** events of previous years, the River Road Improvement Corporation (RRIC) has scheduled the 2014 annual Classic Car Show. The Classic Car Show is presented as part of the Fair Lawn Chamber of Commerce Street Fair on **Sunday, October 19, 2014**, a festival of food, fine arts and crafts and lots of activities for families.

Sponsorship Opportunities

As an organization that has strong ties to the Fair Lawn community, the Classic Car Show event provides the opportunity to increase the community's awareness of your organization/business.

\$300 Car Show Sponsor – Deadline October 1st for full promotion exposure

- Organization/BusinessName/Logo placement on River Road Improvement Corporation website for remainder of the year
- Organization/BusinessName/Logo in multiple eblasts to over 1500 email addresses in our database of people interested in Fair Lawn news
- Organization/Business Name/Logo placement in Fair Lawn Community News co-op ad banner
- Organization/Business Name mention in press releases, website and Facebook page
- Name/Logo on one trophy to be presented to winning Classic Car Owner
- Judge the winner of your trophy
- Photo opportunity with board members and winner

\$100 Trophy Sponsor – Deadline October 10th

You may sponsor one (1) or more trophies for \$100 each trophy.

- Organization/Business Name mention in press releases, website and Facebook page
- Eblast to over 1500 email addresses in our database of people interested in Fair Lawn news
- Name/Logo on one trophy to be presented to winning Classic Car Owner
- Judge the winner of your trophy
- Photo opportunity with Corporation's Board members and winner

\$10 to \$50 Gift Certificate Giveaway

Bring new customers to your business. Provide us with your gift certificates and we will give them to winning Classic Car Owners

Sponsor commitments by deadlines to ensure that sponsors receive maximum media exposure. Contact Diana Vitrano at 973-857-1467, ext 11 to discuss sponsorship opportunities.

Make Sponsorship checks payable to River Road Improvement Corporation and mail to:
River Road Improvement Corporation c/o 450 Bloomfield Avenue, Suite 101, Verona, NJ 07044

River Road Improvement Corporation is a nonprofit organization
Federal EIN # 22-3360897 NJ Charities Registration CH 1174000