



September 23, 2017 • WestonCarShow.com • WestonWaylandRotary.org

Presented by
Rotary Club of Weston and Wayland



Platinum Sponsor



Gold Sponsor



Silver Sponsors



Getting Involved: Please contact:

Co-Chairs:

[Richard A. DeVito, Sr.](#)

781-899-2702x142

[Richard A. DeVito, Jr.](#)

781-899-2702 x107

President:

[Mark Messina](#), 617-799-3016

Sponsor Services:

[John Marchiony](#), 781-333-8686

Sponsorship Benefits Overview

The Organizing Committee will provide additional customized benefits for sponsors whenever possible. Platinum sponsors receive all of these benefits. All other sponsors enjoy a modified selection of benefits.

Communications Recognition and Exposure:

Premium sponsors enjoy prominent logo and name recognition in all communications, including, for example:

Online: WestonCarShow.com and WestonWaylandRotary.org websites, our Facebook page, email campaigns (1,500 subscribers).

Offline: Direct mail campaign (3,000+ households); Pre-event signage and printed materials.

Media Relations: Quotation and/or photograph in the pre-event press release and post-event article(s) issued to local and regional media outlets. (Platinum)

Car Show Recognition and Exposure:

Signage & Materials: Recognition on promotional materials & signage.

Exhibit Booth/Display: one 10'x20' or 10'x10' exhibit space

Car Display: Space to display up to 5 cars.

Awards: Multiple Judging and Awards Presentation opportunities

Sponsor Announcements: Ten 30-second "Commercials" announced or broadcast by the Show Emcee, Sponsor Services Team, or one of your participants.

Hospitality:

Car Show: Complimentary VIP tickets, including food, beverage and raffle tickets for up to ten VIP guests.

Year-Long Rotary Sponsorship Benefits: Premium sponsors enjoy additional benefits through June 2018:

Sponsor Recognition: Co-Host Sponsor of the 2018 Scholarship Celebration Dinner at the Weston Golf Club;

Hospitality: Complimentary tickets to the Rotary Holiday Party, Valentine's Day Party, and/or Scholarship Celebration Dinner, as well as complementary attendance at Rotary Special Events ("meetings") throughout the year.

Promotional Rights to promote your organization's support of the Rotary Club of Weston & Wayland.

Please see page two for a more granular articulation of sponsorship benefits.



Benefit Description	Platinum	Gold	Silver
Quotation/photograph in releases for Car Show & Scholarship Celebration Dinner	Yes	--	--
Web site Exposure (WestonCarShow.org; WestonWaylandRotary.org)	Logo (Big) Name (Every Page) Description (Big) Links (Many)	Logo (medium) Name (Frequent) Description (short) Links (Some)	Logo (modest) Name (Some) Link (1)
Facebook page: logo and name	Yes - Multiple	Yes - 1	Name mention
Email: logo and name recognition	Logo Featured	Logo Included	Name Included
Direct mail: logo and name recognition	Logo Featured	Logo Included	Name Included
Signage and printed materials: logo and name recognition	Yes	Yes	Yes
Awards Presentation at the Car Show	Yes (Many)	Yes (Some)	Yes (1)
Exhibit booth space.	10'x20' (or more)	10'x20'	10'x10'
Space to display cars	5 cars	3 cars	1 car
Sponsor Announcements (10-15 seconds)	10 (3 versions)	6 (2 versions)	3 (1 version)
Complimentary VIP Ticket Packages	10	5	3
Sponsorship/Co-Host of Scholarship Celebration Dinner, June	Yes	--	--
Complimentary tickets to two Rotary special events.	4 (8 total)	2 (4 total)	1 (2 total)
Complimentary seats at a Rotary Dinner Meeting each month.	12 pairs (1 pair/month)	2 pairs	1 pair
Promotional rights.	Yes	Yes	--
Sponsorship Contribution	\$10,000	\$5,000	\$2,500