# 2018
# Downtown Jackson Cruise In

**6 pm—9 pm**
**Friday, May 25**
**Friday, June 22**
**Friday, July 27**
**Friday, August 24**
**Friday, September 28**

# 2018 Downtown Cruise In

## *Sponsorship Agreement*

Various levels of sponsorships are available for the 2018 Downtown Jackson Cruise In Season.
They consist of different values and benefits. Be sure to sign up for your sponsorship as soon as possible!
Note: all sponsorships are tax deductible!

# Drivers Seat

**$7,000**

The Driver's Seat sponsorship package includes heavy promotion throughout the summer season all five Cruise Ins.

- Booth space within proximity of the registration table, reach = 2,000+ /event
- Your logo on all print advertising, direct mailings, press releases and website display
- Your business name featured in all radio and television spots advertising the Cruise In
- 2 on air spots during live radio remotes at each Cruise In, 30-60 sec of on-air promotion /event
- Heavy saturation of DJ/Emcee mentions throughout each Cruise In
- Coverage on all social media promotions including Facebook and Twitter, reach = 4,000+ people
- Your logo and design approval on the official Cruise In T-shirt
- Interview opportunities on JTV's Bart Hawley Show and K105.3

# Fast Lane

**$3,000**

The Fast Lane sponsorship package includes heavy promotion throughout the summer season all five Cruise Ins.

- Booth space within proximity of the registration table, reach = 2,000+ /event
- Your logo on all print advertising, direct mailings, press releases and website display
- Your business name featured in all radio and television spots advertising the Cruise In.
- 1 on air spot during live radio remotes at each Cruise In, 20-45 sec of on-air promotion /event
- Coverage on all social media promotions including Facebook and Twitter, reach = 2,400+ people
- Your name or logo on a 'Best in Show' trophy

## Downtown Jackson Cruise In Dash Plaque Sponsorship: $1,000.00

Sponsor all 5 Cruise Ins with your company's logo on all of the Dash Plaques distributed to every registered vehicle, and seen by over 3000 event attendees. Your company will be mentioned in all print advertising, press releases and website display, as well as all social media promotions including Facebook and Twitter, reaching over 2,400 people.

## Downtown Jackson Cruise In Pit Crew Sponsorship: $250.00/Event

Sponsor one, some, or all 5 Cruise Ins with your organization's logo in all print advertising, press releases and website display leading up to specific Cruise In, as well as all social media promotions including Facebook and Twitter, reaching over 2,400 people.

## Official Cruise In T-shirt Sponsorship: $150.00

Your business logo will be seen by thousands and worn on the official 2018 Cruise In t-shirt. 2 shirts will be provided to all sponsors, however sponsorships are limited to 8.

**Additional donations and sponsorship are always welcome and greatly appreciated.
Please Contact the Jackson Downtown Development Authority for more information.

# DEADLINE FOR SPONSORSHIP: Friday, April 13, 2018

I would like to partner with the Jackson Downtown Development Authority by becoming a:

Drivers Seat Sponsor____ Fast Lane Sponsor____ Dash Plaque Sponsor____

Pit Crew Sponsor____ T-Shirt Sponsor____ Additional Donation____

**Total Partnership Investment $_____**

**Contact Person:**_____

**Organization Name:**_____

**Phone:**_____ **Email:**_____

**Address:**_____
Street

_____
City, State Zip Code

**Website:**_____

**Social Media Accounts:**

Twitter:_____Instagram:_____

Facebook:_____

**Signature:** _____ **Date:** _____

**____ A check payable to Downtown Development Authority is enclosed.**

**____ Please invoice me for my sponsorship.**

Downtown JACKSON Bound
Downtown Development Authority (DDA)

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