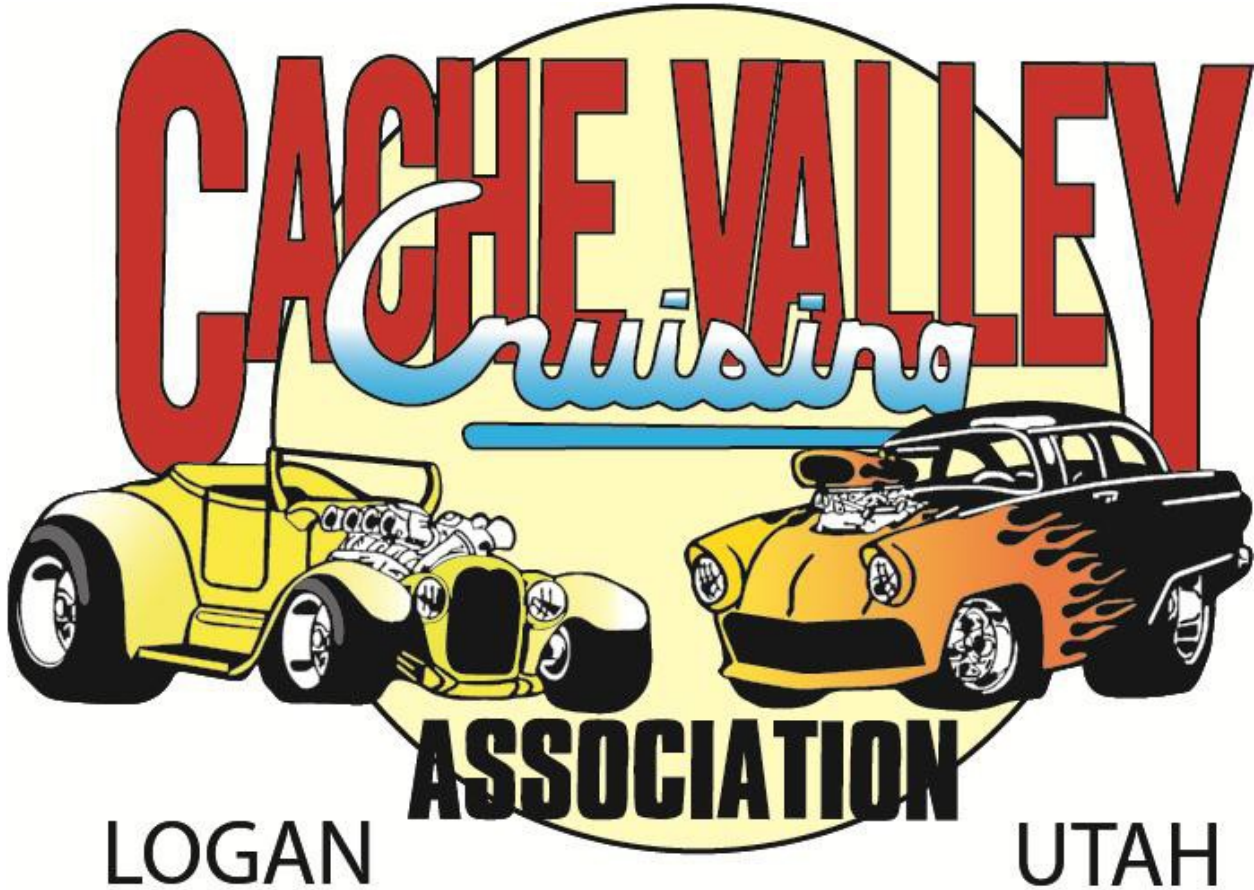




CACHE VALLEY CRUISING
ASSOCIATION



Sponsorship Information



CACHE VALLEY CRUISING ASSOCIATION

Dear: Future Sponsor

The Cache Valley Cruise In is a rod run event held annually in Logan, Utah (90 miles north of Salt Lake City) and is hosted by Cache Valley Cruising Association (CVCA). All Types and models of specialty vehicles are invited to attend.

It all started in 1982 with a group of five people working together to organize the first Cache Valley Cruise In. It has grown each successive year and is now attracting 800 to 1000 vehicles, which include Street Rods, Street Machines, Customs, Restored Vehicles, Motorcycles, and Trucks. Spectator attendance has risen to more than 20,000 people over the years and continues to be great. The three-day event is held annually at Cache County Fairgrounds, on the first Saturday in July and the Thursday and Friday before that Saturday. (Example: If July 1st is a Saturday the show will be June 29, 30 & July 1).

The Cache Valley Cruise In has been gaining in popularity and attendance because of the quality of the show and the giveaway cars. The giveaway car is a yearlong project undertaken by the Cache Valley Cruising Association and many businesses both local and national. Proceeds from the show go toward the next year's show, next year's project car and other club activities.

In 2007 the Cache Valley Cruising Association decided to take a chance and bring some new entertainment to the car show as well as Cache Valley. We have now had 38 Special, Three Dog Night, STYX, America & David Pack, The Beach Boys, Pat Benatar & Neil Giraldo, and REO Speedwagon perform at the Cruise In with great success. This entertainment has helped to bring the car show to an even greater attraction for participants and spectators. As we can find other bands that fit our schedule we will continue to try and put together a quality musical event.

We need your help to put on this event each year. The Cache Valley Cruising Association has many sponsors that help make this show a success. We would like you to be a part of the team that makes this show a success each year. The Cache Valley Cruising Association has many levels of sponsorship with different prices to help sponsor the car and the show. The CVCA tries to give its sponsors as much advertising as possible. The CVCA also has a nonprofit number for your tax records if you become a sponsor.

Cache Valley
Cruising Association

P.O. Box 4088
Logan, UT. 84323

Phone: (435)799-7149

www.cvcacruise.com
cruise@cachevalleycruisein.com

The Cache Valley Cruising Association would like to thank you for your consideration in helping us to put on the largest 3 day automotive event in Utah.

Sincerely,

Cache Valley Cruising Association



CACHE VALLEY CRUISING ASSOCIATION

Events

Every year the Cache Valley Cruising Association plans various activities for each day of the 3-day event. Below is an example of the types of events we have had. These events may change from year to year and from day to day within each year.

For specific information for each year please visit our web site at www.cvcacruise.com

Thursday

Poker Run

The poker run is typically planned and routed through Logan Canyon to Bear Lake and Garden City (due to construction in Logan Canyon sometimes the Poker Run is located around beautiful Cache Valley or we have also planned the poker run around the valley to just have a change from year to year). The poker run starts from the Host Hotel with check points along the way. We give prizes and awards for the best poker hand and trivia questions that are part of the game.

Poker Run Dinner

A dinner will be offered to participants of the poker run. This dinner is provided by a local catering company.

Sock Hop

We have a little dance with music provided by J.C. Hackett. This is held at the fair grounds and gives individuals the opportunity to have some fun. This event has been moved back and forth from Thursday to Friday depending on other scheduled events and activities.

Friday

Swap meet and Commercial Booths

The Swap Meet and Commercial Booths are open at 10:00 a.m. and run until 5:00 p.m. on Friday and Saturday. The swap meet includes used automotive equipment, memorabilia, and cars for sale. Commercial Booths include apparel, car products, and food. The Swap meet is not for commercial vendors.

Kids Games

Kid's games are provided for participants children and are scheduled from 11:00 to 12:00 p.m. on Friday and Saturday at the fairgrounds. There will be lots of fun and games and activities for children 3 years to 12 years to enjoy, with lots of prizes for all the children.



CACHE VALLEY CRUISING ASSOCIATION

Women's World

We are offering a women's world as part of the car show. This is designed to allow women to look at various items that they are interested in but are not necessarily automotive related. This is normally from 10:00 am to 5:00 pm and held inside one of the buildings at the fairgrounds on Friday and Saturday.

Sock Hop

We have a little dance with music provided by J.C. Hackett. This is held at the fair grounds and gives individuals the opportunity to have some fun. This has event has been moved back and forth from Thursday to Friday depending on other scheduled events and activities.

Concert

As part of the car show we have added a concert. This is held on Thursday or Friday evening based on who we can get and schedules etc. In the past we have had bands such as .38 Special, Three Dog Night, Styx, America & David Pack, The Beach Boys, Pat Benetar & Neil Giraldo and REO Speedwagon. We cannot guarantee we will have a concert every year. This is dependent upon budget as well as performer availability.

Saturday

Pancake Breakfast

A Pancake breakfast will be served in the pavilion at the fairgrounds. This breakfast is also provided by a local catering company.

Swap meet and Commercial Booths

The Swap Meet and Commercial Booths are open at 10:00 a.m. and run until 5:00 p.m. on Friday and Saturday. The swap meet includes used automotive equipment, memorabilia, and cars for sale. Commercial Booths include apparel, car products, and food. The Swap meet is not for commercial vendors.

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Show-n-Shine

The Show-n-shine begins at 9:00 a.m. and goes to 4:30 p.m. Show areas are shown on the fairgrounds diagram and participants may park in any area. Please follow parking attendant's directions and park in designated spaces in order to make room for everyone, and please keep access lanes open. Roping off show spaces is not

permitted! Show spaces may be reserved by leaving a lawn chair or sign to save your spot. Please be courteous and only save the area you need as space becomes very limited on Saturday.

Awards

The Awards Ceremony begins at approximately 4:30 p.m. in the rodeo arena. We will give out vehicle pick awards, and other special awards chosen by CVCA members and our show sponsors. All car picks will be lined up and drive across the awards arena to receive their award. At the end of the awards ceremony, we will draw for the winner of the annual giveaway car.

Grand Prize Giveaway

Every year we give a car away as part of the show. The car changes every year and is a yearlong endeavor that is worked on by club members and various sponsors.

Main Street Cruise Parade

Following the awards ceremony, everyone is invited to watch or participate in the Main Street Cruise parade. This typically is scheduled from approximately 6:30 to 8:30 p.m. The parade runs from Center Street to 1400 north, only cruise in participants with an official parade entry sticker can get into the parade.

Notice: Times and dates of any and all events may be changed cancelled or substituted by the CVCA. Thanks you for your support and understanding.

If you have any questions you can call (435) 799-7149 or visit us at www.cvcacruise.com





CACHE VALLEY CRUISING ASSOCIATION



Sponsor Commitment Form

- **Our national advertising deadline is February 1st. Our local advertising deadline is April 15th.** Sponsors signing up after these dates may not be included in all advertising.
- All banners must be supplied by the sponsor and given to the CVCA no later than **June 15th**, and must be removed Saturday evening, immediately after the Cruise-In. Banners left at the Fairgrounds the Sunday after the Cruise-In will be removed by the CVCA. The CVCA is not responsible for theft or damages to your banners or signs.
- Donations may be cash, check, merchandise, and/or services that support the CVCA, The Cache Valley Cruise-In, or the Concert. The CVCA reserves the right to use your donation as we best see fit.
- All sponsors are invited to include promotional items, coupons, discounts, or ad flyers in our goody bags, which we give to all participants. We will prepare 1,000 bags. Anything you wish to include must be received by the CVCA no later than **June 15th**. Items included in the goody bags do not count towards a sponsor's donation amount.
- **Deadline for requesting vendor space is April 15th.** Each sponsor is responsible for their vending area and all members of their party (clean up, damages, etc.). Sponsors using vendor space agree to all safety guidelines enforced by Logan City Police Department, Fire Department, Health Department, Cache County Fairgrounds, or CVCA.
- All sponsors are invited to place an ad in our participant event program. The ad size varies from full page to 1/12 page, depending on sponsorship level. Sponsors wishing to take advantage of this opportunity must provide the CVCA with camera-ready or digital artwork no later than **May 31st**.

Sponsor Name _____

Contact Person _____

Mailing Address _____

City _____ State _____ Zip _____

Business Address _____

City _____ State _____ Zip _____

Contact Work Phone _____

Contact Cell Phone _____

Business E-mail Address _____

My company has agreed to donate: _____

Donations will be given to the CVCA on: _____

Vendor Space Needed? Yes ___ No ___ Size _____

It is the Sponsor's responsibility to provide any business logos or other artwork to be used by the CVCA in a print-ready file/format.

By signing this you as a sponsor promise to donate all that you have offered:

Sponsor Rep: _____ Date _____

CVCA Rep: _____ Date _____

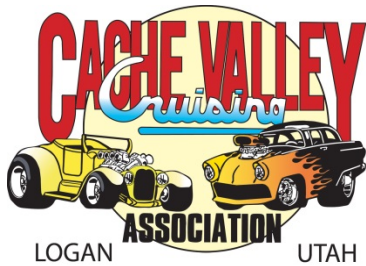


CACHE VALLEY CRUISING
ASSOCIATION

P.O. Box 4072

Logan, UT 84323





Cache Valley Cruising Association

Sponsorship Levels

The CVCA has designated 5 sponsorship levels to help our sponsor choose their commitment level, although no donations will be refused.

All sponsors are invited to include promotional items, coupons, discounts, or ad flyers in our goody bags, which we give to all participants. We typically prepare 1,000 bags. Anything you wish to include must be received by the CVCA no later than **June 15th**. Items included in the goody bags do not count towards a sponsor's donation amount.

All sponsors are invited to place an ad in our participant event program. The ad size varies from full page to 1/12 page, depending on sponsor level. Sponsors wishing to take advantage of this opportunity must provide the CVCA with camera-ready or digital artwork no later than **May 31st**.

The Giveaway Car goes to at least 10 car shows within a 400-mile radius of Logan to advertise your company's sponsorship.

Cache Valley Cruising Association

P.O. Box 4072 Logan, Utah
84323
(435)799-7149



Diamond - \$10,000 and up

Logo included in all Cruise-in Advertising (from sign up date to car show)
Vendor space (as needed)
Up to 6 company banners in high traffic areas at the Cache County Fairgrounds
Company Logo on giveaway car
Giveaway car displayed at your business (Logan area only)
Company logo & link on the home page of our web site
E-mail blasts promoting sponsor's business
Other promotions may be available – Let's talk!

Platinum - \$5,000 - \$9,999

Logo included in **most** Cruise-in Advertising (from sign up date to car show)
Up to **40'x10'** vendor space (additional space at regular rates)
Up to **4** company banners in high traffic areas at the Cache County Fairgrounds
Company Logo on Giveaway car
Giveaway car displayed at your business (Logan area only)
Company logo & link on the **sponsor** page of our website

Gold - \$2,000 - \$4,999

Name included in **most** Cruise-in Advertising (from sign up date to car show)
Up to **20'x10'** vendor space (additional space at regular rates)
Up to **2** company banners at the Cache County Fairgrounds
Company Logo on Giveaway car
Giveaway car displayed at your business (Logan area only)
Company **name** & link on the sponsor page of our website

Silver - \$1,000 - \$1,999

Name included in **some** Cruise-in Advertising
Up to **10'x10'** vendor space (additional space at regular rates)
1 company banner at the Cache County Fairgrounds
Company **name** on Giveaway car
Giveaway car displayed at your business (Logan area only depending on availability)
Company **name** & link on the sponsor page of our website

Bronze – Under \$1,000

Name included in **some** Cruise-in advertising
No vendor space at this level (Available space at regular rates)
Company name on Giveaway car
Giveaway car displayed at your business (Logan area only depending on availability)
Company name on the sponsor page of our website

***Our national advertising deadline is February 1st. Our local advertising deadline is April 15th.**

***Deadline for requesting vendor space is April 15th.** Each sponsor is responsible for their vending area and all members of their party (clean up, damages, etc..) Sponsors using vendor space agree to all safety guidelines enforced by Cache County Sheriff's Office, Logan Fire Dept., Health Dept., Cache County Fairgrounds, or CVCA.

***All banners must be supplied by June 15th.** CVCA not responsible for lost, stolen, or damaged banners.

***Donations may be cash, check, merchandise, and/or services that support the CVCA. The CVCA reserves the right to use your donation as we best see fit.**