

# 2018 INTERNATIONAL ROUTE 66 MOTHER ROAD FESTIVAL



September 21-23, 2018  
Downtown Springfield  
Springfield, IL

## PRESENTING: \$10,000

- ⊕ Logo integration into Route 66 logo and mentions in all marketing materials including but not limited to the entire media buy, TV, radio, digital, house ads, internet promos, flyers, direct mail, posters, and promotional material.
- ⊕ Feature in Route 66 post-event coverage
- ⊕ Opportunity to participate in live radio remotes at Event
- ⊕ Logo inclusion on participant window decals and swag bags
- ⊕ Up to 100' x 30' display space
- ⊕ Fifteen (15) plus banner placements (sponsor supplied)
- ⊕ Ten (10) plus PA reads per day

## BURNOUT COMPETITION: \$2,000

(plus prize package)

- ⊕ Naming rights to the Burnout Competition
- ⊕ Inclusion in all non-sponsored Route 66 marketing materials including (but not limited to) show signage, promotional materials, house ads, internet promotions, flyers, posters, and direct mail
- ⊕ Six (6) banners placements (sponsor supplied)
- ⊕ Six (6) PA announcements per day
- ⊕ Outdoor display space up to 50' x 20'
- ⊕ Logo inclusion on Route 66 website
- ⊕ Sponsor to provide prize package to Burnout Competition winners

## ADDITIONAL SPONSOR OPPORTUNITIES

### MAIN STAGE: \$5,000

- ⊕ Naming rights to the Main Stage
- ⊕ Inclusion in all Route 66 marketing materials including (but not limited to) show signage, promotional materials, house ads, internet promotions, flyers, posters, and direct mail
- ⊕ Sponsor photo featured in Route 66 post event editorial coverage
- ⊕ Ten (10) banner placements (sponsor supplied)
- ⊕ Nine (9) PA announcements per day
- ⊕ Outdoor display space up to 80' x 30'
- ⊕ Logo inclusion on Route 66 website

### PARADE: \$5,000

- ⊕ Naming rights to the "Route 66 City Nights Cruise" parade
- ⊕ Inclusion in all non-sponsored Route 66 marketing materials including (but not limited to) show signage, promotional materials, house ads, flyers, posters, and direct mail
- ⊕ Seven (7) banner placements (sponsor supplied)
- ⊕ Seven (7) PA announcements per day
- ⊕ Outdoor display space up to 60' x 20'
- ⊕ Logo inclusion on Route 66 website

### OFFICIAL PRODUCT: \$3,000

- ⊕ Inclusion in all non-sponsored Route 66 marketing materials including (but not limited to) show signage, promotional materials, house ads, flyers, posters, and direct mail
- ⊕ Seven (7) banner placements (sponsor supplied)
- ⊕ Seven (7) PA announcements per day
- ⊕ Outdoor display space up to 60' x 20'
- ⊕ Logo inclusion on Route 66 website

### COMMUNITY PARTNER: \$2,000

- ⊕ Logo and/or name recognition on the schedule of events and event flyers
- ⊕ Four (4) banner placements (sponsor supplied)
- ⊕ Four (4) PA announcements per day
- ⊕ Outdoor display up to 30' x 20'
- ⊕ Logo inclusion on Route 66 website

### OFFICIAL STREET SPONSOR: \$8,000

- ⊕ Event street named after company (i.e. Jefferson Street will be renamed "Sponsor Street" during the event days) and a temporary street sign will be put in place for the weekend
- ⊕ Outdoor display up to 10' x 20'

## ALSO INCLUDED

- ⊕ Inclusion of materials in participant swag bags, promotional giveaways, and sampling
- ⊕ Opportunity to conduct approved activities on the Main Stage
- ⊕ Additional benefits and customizable programs including turnkey booth logistics, sponsorship activation packages, video content and much more

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\* All packages priced per event