



CORPORATE SPONSORSHIP PACKAGE

CLASSIC CARS & LEGENDARY STARS 11TH ANNUAL EVENT

Thursday July 15,
Friday July 16,
Saturday July 17, 2010





ABOUT BDDC



The Brampton Downtown Development Corporation (BDDC) is a non-profit corporation whose mission is to strengthen the prosperity, quality and vitality of Downtown Brampton. The BDDC is a public-private partnership between the 350 businesses and commercial property owners in the historic Downtown core and the City of Brampton. Its mandate is to market and promote the downtown to attract new business and investment, as well as represent the interests of its members.

BDDC Vision Statement

To revitalize downtown Brampton as the heart of the city that is a prosperous centre for business, a creative place for artistic and cultural experiences and a vibrant urban environment for residents, workers and visitors.

BDDC Board of Directors

Don Naylor – Don Naylor & Associates - Chair
David Harmsworth – Harmsworth Decorating Centre - Vice Chair
Neil Davis – Davis Webb LLP – Secretary
Elaine Moore – Regional Councillor, City of Brampton
Grant Gibson – Regional Councillor, City of Brampton
John Sanderson – Regional Councillor, City of Brampton
Scott Goodison – Goodison Insurance Ltd.
Sean M. Trueland – BMO Nesbitt Burns
Gregory Schwarze – We Love Tennis
Richard Prouse – Prouse Dash and Crouch LLP – Advisor

BDDC Staff

Karen Campbell – President
Jenny Floras – Manager, Marketing & Communications
Charlene Kelly – Administrative Assistant

BDDC Treasurer

Shirley Gannon – City of Brampton



ABOUT THE EVENT



Established 11 years ago this Annual FREE Community Event in Historic Downtown Brampton has a strong following and attended by the thousands– rain or shine!

Car buffs marvel at the beautiful classic cars as they parade into the Brampton Four Corners (Queen & Main Streets) and convert into a Show and Shine.

This event is great for all ages, with activities for children, nightly entertainment, exhibitors, food and drink vendors and over 150 classic cars. The location in Gage Park and Ken Whillans Square is ideal with plenty of public parking, easy access to public transit and within walking distance to downtown residences.

The success of Classic Cars & Legendary Stars event is the responsibility of the Organizing Committee which is made up of over 10 very dedicated volunteers plus over 100 volunteers during the event.

Event Vision Statement

Classic Cars & Legendary Stars will be an entertaining community event that engages thousands of people from all over the city of Brampton with the businesses and attributes of the Downtown.

Classic Cars and Legendary Stars Organizing Committee

David Harmsworth – Chair

Scott Ching – Meri-Mac Inc.

Chris Rumsey – Ward Funeral Home

BDDC Staff

Douglas Vlaskamp – Brampton Downtown Wellness

Ted & Jackie Jeffery – Brampton Region Antique and Classic Car Club of Canada

Garfield Crawford– Brampton Region Antique and Classic Car Club of Canada

Steve Wilson – City of Brampton

Kevin Minaker – City of Brampton

Steve Solski – The Rose Theatre

Previous year's Sponsors include:

Chinguacousy Lions Club

The Rotary Club of Brampton

City of Brampton

The Rose Theatre

Meri-Mac Inc.

RONA Home and Garden

Canadian Tire

Frost Pontiac Buick Cadillac Ltd.

Investors Group



FESTIVALS & EVENTS ONTARIO

Event Demographics

Attendance (weather dependent)

Estimated total attendance – 10,000 – 12,000

Estimated Sat attendance – 6,000+

Age

0 to 12: 13%

13 to 19: 11%

20 to 29: 8%

30 to 39: 10%

40 to 49 : 23%

50 to 59 : 19%

over 60 : 16%

Location

Brampton - 90%

Communities within 100 km – 9%

Outside of GTA – 1%



EVENT DETAILS



SCHEDULE

Thursday July 15th

- Concert in Gage Park from 7pm to 10pm
- Select cars on display

Friday July 16th

- Concert in Gage Park from 6pm to Midnight
- Select cars on display

Saturday July 17th

- Parade at 1pm followed by Show and Shine on the streets of Downtown Brampton until 5pm
- Concert in Gage Park from 6pm to Midnight
- Vendor Market Place in Ken Whillans Square
- Kids Zone activities in Ken Whillans Square

ENTERTAINMENT

In the past we have had tributes to Frank Sinatra, Rolling Stones, the Eagles, ABBA, ZZ Top, the Blues Brothers, the Bee Gee's and so many others. This year we plan to continue with our popular line up.

FOOD AND DRINKS

This event is supported by our Downtown Restaurants and complimented by a select group of others to ensure there is something for everyone. We will have a licensed tent serving beer, wine and coolers in the Park.



TITLE EVENT SPONSORSHIP PACKAGE

\$10,000

Limited to one Sponsor



Sponsorship Benefits

- Your company name associated with the Event (Ex. 'Your Company Name' brings you the 2010 Classic Cars and Legendary Stars), on all collateral, brochures, posters and other print media, as appropriate.*
- Advertised as the Title Sponsor – in the Brampton Guardian/SNAP early June.
- Full page colour ad in Event Program plus your logo on the front cover.
- Acknowledgment as the Title Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Gage Park.
- Recognition as the Title Sponsor on the Stage Banner in Gage Park.
- Acknowledgment as the Title Sponsor at the Opening Ceremonies and the opportunity to address the crowd at the Opening Ceremonies.
- Press Release will be sent out indicating your Title Sponsorship commitment upon signing.
- Recognition as Title Sponsor on our Website Home page and Classic Cars and Legendary Stars sponsor page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.
- First right of refusal for next year's event.

VIP Treatment for Event Sponsor

- Twelve (12) passes to the VIP Area (Gage Park bandstand) on Friday Night.
- Twelve (12) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May 01/10.





CLASSIC CAR PARADE SPONSORSHIP PACKAGE \$5000

Limited to one Sponsor



Sponsorship Benefits

- Your logo on all collateral, brochures, posters and other print media, as appropriate.*
- Full page colour ad in Event Program.
- Corporate banner leading the way down Main Street, participation of staff/volunteers and Mascot supplied by sponsor in the parade (optional).
- Acknowledgment as the Parade Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Gage Park.
- Recognition as a Sponsor on the Stage Banner in Gage Park.
- Acknowledgment as the Parade Sponsor at the Opening Ceremonies.
- Recognition as Parade Sponsor on our Classic Cars and Legendary Stars sponsors website page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.
- First right of refusal for next year's event.

VIP Treatment for Sponsors

- Twenty-four (24) passes to the VIP Area (Gage Park bandstand) on Saturday Night for Sponsor Reception (exclusive use).
- Twelve (10) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May 01/10.





KIDS ZONE SPONSORSHIP PACKAGE \$5000

Limited to one Sponsor



Sponsorship Benefits

- Your logo on all collateral, brochures, posters and other print media, as appropriate.*
- Full page colour ad in Event Program.
- Banner indicating your sponsorship (Ex. "Insert Your Company Name brings you Kids Zone at Classic Cars and Legendary Stars"), participation of sponsors staff/volunteers (Optional).
- Acknowledgment as the Kids Zone Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Gage Park.
- Recognition as a Sponsor on the Stage Banner in Gage Park.
- Acknowledgment as the Kids Zone Sponsor at the Opening Ceremonies.
- Recognition as Kids Zone Sponsor on our Classic Cars and Legendary Stars sponsors website page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.
- First right of refusal for next year's event.

VIP Treatment for Sponsors

- Twelve (12) passes to the VIP Area (Gage Park bandstand) on Friday Night.
- Ten(10) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May 01/10.





GOLD SPONSORSHIP PACKAGE \$2500



Sponsorship Benefits:

- Your logo on all collateral, brochures, posters and other print media, as appropriate.*
- Half page colour ad in Event Program.
- Acknowledgment as a Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Gage Park.
- Recognition as a Sponsor on the Stage Banner in Gage Park.
- Acknowledgment as a Sponsor at the Opening Ceremonies.
- Recognition as a Sponsor on our Classic Cars and Legendary Stars sponsors website page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.

VIP Treatment for Sponsors

- Six (6) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May 01/10.





SILVER SPONSORSHIP PACKAGE \$1500



Sponsorship Benefits

- Your logo on all collateral, brochures, posters and other print media, as appropriate.*
- Quarter page black and white ad in Event Program.
- Acknowledgment as a Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Ken Whillans Square on Saturday, July 17th.
- Recognition as a Sponsor on the Stage Banner in Gage Park.
- Acknowledgment as a Sponsor at the Opening Ceremonies.
- Recognition as a Sponsor on our Classic Cars and Legendary Stars sponsors website page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.

VIP Treatment for Sponsors

- Four (4) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May 01/10.





BRONZE SPONSORSHIP PACKAGE \$500



Sponsorship Benefits

- Your logo on all collateral, brochures, posters and other print media, as appropriate.*
- 1/8th of a page black and white ad in Event Program.
- Acknowledgment as a Sponsor by MC's on stage (minimum 2 per night).
- Corporate display area (10x10) in Ken Whillans Square on Saturday, July 17th.
- Acknowledgment as a Sponsor at the Opening Ceremonies.
- Recognition as a Sponsor on our Classic Cars and Legendary Stars sponsors website page (with link to your website). Recorded 711 visits in the month of June and 462 visits in July 2009.
- Classic Car & Legendary Stars 2010 Certificate of Recognition.














































































VIP Treatment for Sponsors

- Two (2) passes to the Volunteer BBQ area (2 drinks and 2 food items per day).

*All advertising benefits are time limited. Deadline to have logo placed on Event Promotional Material is April 01/10. Deadline for sponsor ads is May01/10.



SPONSORSHIP COMPARISON CHART

	Sponsorship Benefits	Title \$10,000	Parade \$5,000	Kids Zone \$5,000	Gold \$2,500	Silver \$1,500	Bronze \$500
Marketing & Promotion	Your company name associated with the Event (Ex. 'Your Company Name' brings you the 2010 Classic Cars and Legendary Stars), on all signage, brochures, posters and other print media, as appropriate.						
	Your logo on all collateral, brochures, posters and other print media, as appropriate.						
	Press Release will be sent out indicating your Title Sponsorship commitment upon signing.						
	Advertised as the Title Sponsor in the Brampton Guardian/SNAP early June.						
	Recognition as Title Sponsor on the Stage Banner in Gage Park.						
	Recognition as Sponsor on the Stage Banner in Gage Park.						
	Recognition as Title Sponsor on our Website Home page and Classic Cars and Legendary Stars pages (with link to your website).						
	Recognition as a Sponsor on our Classic Cars and Legendary Stars website sponsor page (with link to your website).						
	Corporate display area (10x10) in Gage Park (Thursday, Friday and Saturday).						
	Corporate display area (10x10) in Ken Whillans Square (Saturday Only).						
	Corporate banner leading the Parade - participation of staff/volunteers and Mascot supplied by sponsor (optional).						
Banners indicating your sponsorship of the Kids Zone in the designated Kids Zone Area.							
Event Program	Full page colour ad in Event Program plus your logo on the front cover.						
	Half page colour ad in Event Program.						
	Quarter page black and white ad in Event Program.						
	1/8th page black and white ad in Event Program.						
Stage Acknowledgment	Acknowledgment as the Title Sponsor by MC's on stage minimum 2 per night.						
	Acknowledgment as the Title Sponsor at the Opening Ceremonies and the opportunity to address the crowd at the Opening Ceremonies.						
	Acknowledgment as the Parade Sponsor by MC's on stage minimum 2 per night.						
	Acknowledgment as the Parade Sponsor at the Opening Ceremonies						
	Acknowledgment as the Kids Zone Sponsor by MC's on stage minimum 2 per night.						
	Acknowledgment as the Kids Zone Sponsor at the Opening Ceremonies.						
	Acknowledgment as a Sponsor at the Opening Ceremonies.						
Acknowledgment as sponsor by MC's on stage minimum 2 per night.							
VIP Area	Twenty-four (24) passes to the VIP Area on Saturday Night for Sponsor Reception. (Exclusive use)						
	Twelve (12) passes to the VIP Area on Friday Night.						
Volunteer Area	Twelve (12) passes to the Volunteer BBQ area.						
	Ten (10) passes to the Volunteer BBQ area.						
	Six (6) passes to the Volunteer BBQ area.						
	Four (4) passes to the Volunteer BBQ area.						
	Two (2) passes to the Volunteer BBQ area.						
Additional Benefits	Classic Car & Legendary Stars 2010 Certificate of Recognition.						
	Opportunity to contribute to "goody" bags for "Show and Shine" car owners.						
	Exposure - your presence and Corporate Logo in front of more than 10,000 people during the three day event.						
	Community Goodwill.						



EVENT PROMOTIONAL PLAN*



NEWSPAPERS

- SNAP Brampton
- The Brampton Guardian
- Old Autos

MAGAZINES

- The Driver Magazine
- Hot Rods & Classics

TELEVISION

- ROGERS TV –
Mississauga/Brampton Local

ONLINE

- BDDC
- City of Brampton
- Catch The Spirit
- SNAP Brampton
- The Guardian
- Brampton News
- Rogers TV
- Old Autos
- Visitors.ca
- Ontario Tourism
- Worldofwheelsmagazine.ca
- Summerfunguide.ca
- Various Classic Car Club Websites
- autofacts.ca
- vintagecarconnection.com

ADDITIONAL PROMOTION

- Posters and buck cards distributed to local businesses and all City of Brampton Community Centres and Libraries
- Press releases to local media and auto related magazines and newspapers.
- Event Program – 5,000 copies printed for distribution
- Other

* Subject to change.



EVENT SPONSORSHIP COMMITMENT FORM



YES...Sign me up!

**MY COMPANY IS INTERESTED
IN BEING A SPONSOR** (please
select from the below):

THE "EVENT" SPONSOR

\$10,000

Limited to one sponsor.

PARADE SPONSOR

\$5,000

Limited to one sponsor.

KIDS ZONE SPONSOR

\$5,000

Limited to one sponsor.

GOLD SPONSOR

\$2,500

SILVER SPONSOR

\$1,500

BRONZE SPONSOR

\$500

DONATION

\$250

EXHIBITOR

\$100

Please check here if you would like to contribute to the "Show and Shine" participants "goody" bag for the drivers. This is a great way to get your company's name or logo to over 200 people who are a part of this event.

COMPANY NAME &
ADDRESS:

CONTACT NAME: _____

CONTACT PHONE: _____

CONTACT EMAIL: _____

Please return this form via mail or fax to:
Brampton Downtown Development Corporation
Attention: Jenny Floras
33 Queen Street West
Brampton, ON L6Y 1L9
or via fax at 905-874-2670



THANK YOU FOR YOUR INTEREST AND SUPPORT

For more information on the BDDC and the Classic Cars and Legendary Stars Event please see our website at:

www.bramptondowntown.com

<http://bramptondowntown.com/classiccars>

SPONSORSHIP COORDINATOR

Angela Bennett

bennettangela@rogers.com

416-277-1663