



REACH BURBANK'S WINNING DEMOGRAPHICS PROFILE



1 million

Population within 20-minute drive time



70.76%

Some College or Higher



152,600

Workforce Population



41.7

Median Age



200,000

Daytime Population

Source: The Nielsen Company, EMSI, ESRI



For more information please contact Downtown Burbank Partnership by e-mail at info@dt BUR.com • www.dtnbur.com



2018 DOWNTOWN BURBANK CAR CLASSIC

SATURDAY, AUGUST 4, 2018 | DOWNTOWN BURBANK | 3PM TO 9PM

BE A PART OF THE GREATEST CLASSIC CAR SHOW THIS SUMMER!

FEATURING:

- 18,000 attendees
- Warner Bros. Studio Tour Hollywood, Universal Hollywood celebrity vehicles, and vehicles from Vehicle Effects.
- Legendary cars from the Petersen Automotive Museum
- The Television Motion Picture Car Club
- Four blocks with 200 restored and vintage vehicles, customs, exotics, and hot rods.
- Entertainment . . . Awards . . . and more!



CUSTOM | CELEBRITY | EXOTICS

7th ANNUAL DOWNTOWN BURBANK CAR CLASSIC SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR - \$10,000

Sponsor the 7th Annual Downtown Burbank Car Classic at the Presenting Sponsor level and receive:

- Sponsorship banner across the stage or (2) 22 x 28 event signs presenting your company as stage sponsor (potential reach: 18,000 event attendees).
- Presenting Sponsor name and logo recognition on all promotional items and marketing materials including:
 - 4 boosted posts on Facebook with an average monthly reach of 60,000.
 - Eight bus shelter panels reaching 1 million impressions.
- One 10'x10' chalk artists drawing of your logo (potential reach: 18,000 event attendees).
- Company name on the award of your choice with company representative presenting the award.
- Opportunity to introduce your business at the event (potential reach: 18,000 event attendees).
- Opportunity to distribute product samples and/or product information/coupons at the event.
- One 10'x20' event booth.
- Your business logo on event poster and brochure.
- Your business logo on 200 t-shirts.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).



STAGE SPONSOR - \$5,000

Sponsor the 7th Annual Downtown Burbank Car Classic at the Stage Sponsor level and receive:

- Sponsorship banner across the stage or (2) 22 x 28 event signs presenting your company as stage sponsor (potential reach: 18,000 event attendees).
- Your business logo on a minimum of 200 event t-shirts (potential reach: 18,000 event attendees).
- One 10'x10' chalk artists drawing of your logo (potential reach: 18,000 event attendees).
- One 10' x 10' booth at the event.
- Opportunity to display extra marketing signage, with event approval, to place at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).
- Your business name and link on three social media posts (average monthly reach: 60,000).
- Two boosted posts on Facebook

APPAREL SPONSOR - \$1,000

Sponsor the 7th Annual Downtown Burbank Car Classic at the Apparel Sponsor level and receive:

- Your business logo on a minimum of 200 event t-shirts (potential reach: 18,000 event attendees).
- One 10' x 10' booth at the event.
- Opportunity to distribute product samples and/or product information/coupons at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).
- Your business name and link on one social media post (average monthly reach: 60,000).
- One boosted post on Facebook

AWARDS SPONSOR - \$500

Sponsor the 7th Annual Downtown Burbank Car Classic at the Awards Sponsor level and receive:

- Your company name will be branded on the award of your choice as well as your company representative will help award the trophy at the event.
- Opportunity to pass out product samples at the event (potential reach: 18,000 event attendees).
- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).
- Your business name and link on one social media post (average monthly reach: 60,000).

CHALK ARTIST SPONSOR - \$500

Sponsor the 7th Annual Downtown Burbank Car Classic at the Chalk Artist Sponsor level and receive:

- One 10'x10' chalk artists drawing of your logo (potential reach: 18,000 event attendees).
- Opportunity to distribute product samples and/or product information/coupons at the event.
- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).
- Your business name and link on one social media post (average monthly reach: 60,000).

COMMUNITY SPONSOR - \$250

Sponsor the 7th Annual Downtown Burbank Car Classic at the Community Sponsor level and receive:

- Your business name and link on Downtown Burbank website (average monthly reach: 11,000).
- Opportunity to distribute product samples and/or product information/coupons at the event.



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