



The City of Kirkwood, Downtown Kirkwood Special Business District and the Kirkwood - Des Peres Area Chamber of Commerce present:

2018 CARS & GUITARS

Route 66 Cars & Guitars Festival
in Downtown Kirkwood

**JUNE 9
2018**
CARS • MUSIC • FUN

Sponsorship Commitment Form

Route 66 Cars & Guitars Festival in Kirkwood would not be possible without your support and dedication to the City of Kirkwood. Thank you for your sponsorship.

SPONSORSHIP LEVELS (Choose One)

~~SOLD OUT~~ Presenting Sponsor: \$15,000

- Entertainment Sponsor: \$7,500 (2 available)
- Hospitality Sponsor: \$5,000 (or in-kind donation of equal value)
- Car Show Sponsor: \$5,000
- Promotional Sponsor: \$1,000
- Friends of the Festival: \$100

Company/Sponsor Name: _____

(As you would like listed in all acknowledgements)

Contact Name: _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

Check (Please make checks payable to Kirkwood Business Development Corporation)

Visa Discover Amex Mastercard

Account # _____ Exp Date ____/____ CSC or CVV code _____

Please sign below to acknowledge your commitment of sponsorship:

Sponsor Signature: _____ Date: _____

Representative: _____ Date: _____

For sponsorship questions, contact Art McDonnell at 314-497-4036 or Donna Poe at 314-822-0084. For other information, call 314-822-5894. Address: Kirkwood Administration/PIO, 139 S. Kirkwood Road, 63122. Email: Info@kirkwoodmo.org. Brochure design by Lori Givan.



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ROUTE 66 CARS & GUITARS FESTIVAL Sponsorship Opportunities



Cover photography by Bill Burckhalter



CARS & GUITARS

Sponsorship Opportunities

The City of Kirkwood, Downtown Kirkwood Special Business District and
The Kirkwood - Des Peres Area Chamber of Commerce present:

2018 CARS AND GUITARS

Route 66 Cars & Guitars Festival in Downtown Kirkwood

Saturday, June 9, 2018

5 to 11 p.m.

Kirkwood is "gearing up" to host its 3rd Route 66 Festival on Saturday, June 9, 2018, in downtown Kirkwood. The theme of "Cars and Guitars" speaks to the rich transportation and music history of the region. Live music from six bands and a vintage car show anchor this popular outdoor event.

You are invited to join us in making this an event synonymous with Kirkwood. Through sponsorship, you can support the mission of celebrating the City's transportation, cultural and artistic history.

SPONSORSHIP LEVELS:

PRESENTING SPONSOR:



SPONSOR:



Kirkwood Water

Quenching your thirst since 1903

ENTERTAINMENT SPONSOR: \$7,500 (TWO AVAILABLE)

- Performance Stage naming rights, with business name and logo prominently featured
- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 10x10 booth space, next to stage (promotional)
- Banner on stage (scrim)
- Upper-tier logo placement on back of Festival T-shirts
- 10 Souvenir Festival T-shirts

HOSPITALITY SPONSOR: \$5,000 OR IN-KIND DONATION OF EQUAL VALUE (TWO AVAILABLE: BEER AND WINE)

- Hospitality naming rights (business name and logo prominently featured at the beer/wine area)
- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 10x10 booth space (promotional)
- One banner posted in a high-traffic area
- Mid-tier logo placement on back of Festival T-shirts
- 5 Souvenir Festival T-shirts

CAR SHOW SPONSOR: \$5,000

- Logo on Car Show flyer
- Banner in car show area
- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- Mid-tier logo placement on back of Festival T-shirts
- 5 Souvenir Festival T-shirts

PROMOTIONAL SPONSOR: \$1,000 (MULTIPLE AVAILABLE)

- Logo featured on promotional items to be handed out at festival (e.g., guitar pick, Matchbox car)
- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 10x10 booth space (promotional)
- Lower-tier logo placement on Festival T-shirts
- 2 Souvenir Festival T-shirts

BOOTH SPONSOR: \$150 (MULTIPLE AVAILABLE)

- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 10x10 booth space provided. (Bring your own tent and table. Must have weights for the tent.)
- \$50 fee for electric (limited availability – first come, first served)

FRIENDS OF THE FESTIVAL: \$100 (MULTIPLE AVAILABLE)

- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 2 Souvenir Festival T-shirts

Sponsorship Notes: Sponsors at all levels will be responsible for providing their own signage and collateral for this event, unless previously discussed and agreed upon with City/SBD staff. Items must be dropped off at City Hall, 139 S. Kirkwood Road, no later than 1 p.m., on Friday, June 1, 2018. Business name and logo mentions will be posted online within 24 hours of the City receiving the signed sponsorship contract and jpeg versions of the business logo.