



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

2022 CARS & GUITARS

Route 66 Cars & Guitars Festival
in Downtown Kirkwood

**JUNE 11
2022**
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 Stage Sponsor: \$7,500

- Car Show Sponsor: \$5,000 (One available)
- Performance Sponsor: \$3,500 (Two available)
- Guitar Selfie Sponsor: \$1,500 (One available)
- Promotional Sponsor: \$1,000 (Multiple available)
- Booth Sponsor: \$250 (Multiple available)
- Friends of the Festival: \$200 - \$500 (Multiple available)

Company/Sponsor Name: _____

(As you would like listed in all acknowledgements)

Contact Name: _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

- Booth Needs Electricity (\$50)
- 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. Logo and brochure design by Lori Givan.

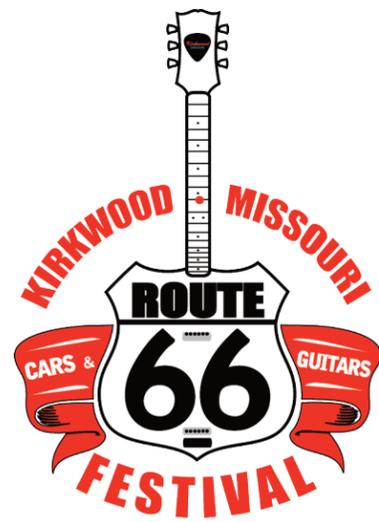


ROUTE 66 CARS & GUITARS FESTIVAL Sponsorship Opportunities

**JUNE 11
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Cover photo by Kori Thompson



CARS & GUITARS

Sponsorship Opportunities

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

2022 CARS AND GUITARS

Route 66 Cars & Guitars Festival in Downtown Kirkwood

Saturday, June 11, 2022 • 5 to 11 pm

Kirkwood is "gearing up" to for the return of the Route 66 Festival on Saturday, June 11, 2022, 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:



SPONSORS:



Kirkwood Water

Quenching your thirst since 1903



Kirkwood Sanitation

STAGE SPONSOR:

- 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, back of stage (promotional)
- Back on stage (scrim)
- Upper-tier logo placement on back of Festival T-shirts
- 10 Souvenir Festival T-shirts

CAR SHOW SPONSOR: \$5,000 (ONE AVAILABLE)

- Logo on Car Show flyer
- Banner in car show area
- 10x10 booth space (promotional)
- 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

PERFORMANCE SPONSOR: \$3500 (TWO AVAILABLE)

- Sponsor of one of the headlining bands
- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- 10x10 booth space (promotional)
- One banner posted on/near stage
- Mid-tier logo placement on back of Festival T-shirts
- 4 Souvenir Festival T-shirts

GUITAR SELFIE SPONSOR: \$1500 (ONE AVAILABLE)

- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- Prominent logo on signage place at large guitar in the center of the festival
- Lower-tier logo placement on Festival T-shirts
- 2 Souvenir Festival T-shirts

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

- Logo featured on promotional items to be handed out at festival
- 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: \$250 (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: \$200-500 (MULTIPLE AVAILABLE)

- Logo and business name on promotional materials and City of Kirkwood Website and Festival Website
- Signage posted at your business indicating your support of the festival

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 3, 2022. 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.