

**GREG BORRELLI'S**  
**34th Annual May Madness**

# 34<sup>th</sup> Annual May Madness Car Show and Parade

May 11, 2023  
Noon-6pm

## SPONSORSHIP PACKAGE & GUIDELINES

*Review & return the application to participate!*



Sponsorship administered by  
May Madness San Rafael

831 4<sup>th</sup> St, San Rafael, CA 94901  
(415) 265-4500

[Rick@MayMadnessSanRafael.com](mailto:Rick@MayMadnessSanRafael.com) ~ [www.MayMadnessSanRafael.com](http://www.MayMadnessSanRafael.com)



## EXECUTIVE SUMMARY

May Madness is the longest running car parade in Northern California. Hundreds of vehicles of all types, including classic cars, hot rods and customs, line the streets of Downtown San Rafael.

San Rafael's Downtown & West End will rumble to life again as the tradition of "cruising" Fourth Street is remembered in the **34<sup>th</sup> Annual May Madness Car Show and Parade**.

May Madness is one of the most popular events in Marin County. Car owners clamor to be in the sold-out parade, and thousands come from all over Northern California to view these cool cars. **Saturday, May 11th, 2024** is the date for this year's festivities, and the May Madness organizing committee would like to invite you to join us for a roaring good time.

**Producer:** This event is planned and produced by the San Rafael Business Improvement District. May Madness is organized under the highest professional standards.

**Event:** May Madness is a well-established one-day event held every year in early May to take advantage of the height of the spring season.

**Where:** Fourth Street in Downtown San Rafael.

**Date:** Saturday, May 11, 2024

**Hours of Event:** 12 pm - 6 pm, Parade 5 pm

**Attendance:** 2,500-7,500

**Media Coverage:** Social Media, Television, Radio, Magazines, and Newspapers

**Demographics:** Broad-based in age, with sophisticated tastes and mid to upper income.

## General Sponsorship Levels

We are confident that your association with the **San Rafael May Madness Car Show & Parade** will be an effective promotion and marketing strategy for your company this year, and in the years to come.

<b>Corporate/Local Business:</b>	<b>Title</b>	<b>Presenting</b>	<b>Primary</b>	<b>Secondary</b>	<b>Tertiary</b>	<b>Patron</b>	<b>Contributing Sponsor</b>
<b>Price:</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$5,000</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,200</b>	<b>\$500</b>
<b>Pre-Event Representation:</b>							
A. Event Poster	X	X	X	X	X	X	X
B. Display Advertising	X	X	X	X	X	X	
C. Website	X	X	X	X	X	X	
<b>Site Presentation:</b>							
D. Booth Presentation	10x30+	10x30+	10x30	10x20	10x10	10x10	
E. Event Promotional Signage	X	X	X	X	X	X	
F. Event Program / Tab	X	X	X	X	X	X	
G. Public Address	X	X	X	X	X		
H. Sampling	X	X	X	X	X		
Custom Development	X	X	X	X			
Cash Only, Trade Option not available	X						
Limited to two (2)		X					
Limited to three (3)			X				
Limited to four (4)				X			
<b>Component Sponsorship Opportunities next page</b>							

**Special Sponsorships:**

**Media:** \$20,000 plus  
**Beverage:** Cash, Product Trade or Both

**General Information:**

Level benefits will determine location of booth space at the event site, i.e. higher traffic areas, main intersections and premier sign placement. Premier locations are allocated by seniority and higher levels of involvement.

Returning sponsors will be given the right of first refusal and priority for the following year. The levels will determine the size and scope of the company listing in all publicity, i.e. size of name or logo placement. Larger presentations are available on an individual basis and to be negotiated under the custom development levels.

**All levels of involvement underwritten through payment by Cash, Trade, or combination thereof will be considered. This is in all cases other than the Sponsor Level, which is for cash or check only.**

## Pre Event Representation:

**A. Event Poster** - Business Name and/or Logo on multi-color Event Poster, minimum size 11" x 17", to be prominently displayed in numerous locations throughout the San Francisco Bay Area

**B. Display Advertising** - Business Name and/or Logo in Display Advertisements placed in prominent daily, weekly and or monthly publications throughout Marin County

## On Site Representation:

**D. Booth Presentation** – A vinyl booth space in a premiere event location for the presentation of the Sponsor's product or service.

**E. Event Promotional Signage** – Display of banner, signs and flags visible throughout the event site

**F. Event Program/Tab** - Business Name and/or Logo in Special Event Supplement published by major print media sponsor, as an insert within the publication and as an overrun available at event

**G. Public Address** - Public acknowledgment from main stage, throughout the event at regular intervals

**H. Sampling** - The opportunity for product promotion through goodie bags distributed to all participants

## Component Sponsorship Opportunities

Much of the presentation of May Madness is unique to this event, and to the community that it represents. Exceptional opportunities abound for sponsorship involvement within the focus of a specific component or activity.

**Main Stage** - Sponsorship options include high visibility signage and specific representation at the Entertainment Main Stage Area. This is a Sponsorship Level all to itself **(\$2,500)**

**Featured Marque** – Featured Marque vehicles staged on A Street (north of 4<sup>th</sup> Street), the heart of the festivities. Includes presentation of marque through signage and space for six (6) sponsor vehicles. **(\$1,000)**

**4<sup>th</sup> Street Banners** – Business name/ logo on 30 double-sided vertical banners displayed on 4<sup>th</sup> Street 3 weeks prior to event. **(\$2,500)**

**Commercial Booth Sponsor** – high-traffic booth space at event. **(\$1200)**

**Children's Activities Area** – Family Friendly quality children's games, jumpies, and activities. **(\$1,000).**

**Merchandise** – To include Name and/or Logo on T-shirt Back. **(\$1,000)**

**2<sup>nd</sup> Entertainment Area** – Sponsor smaller entertainment area with live music **(\$500)**

**Trophy Sponsor** – Limited opportunity to create & present trophy to reflect your business, i.e. Best Paint, Best Interior, etc. **(\$150)**



## May Madness Sponsorship Agreement

Please fill out and email/mail to: Rick@MayMadnessSanRafael.com ~ 831 4<sup>th</sup> St, San Rafael, CA 94901

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### Sponsorship Level:

*Select all that apply*

- Title Sponsor \$30,000
- Presenting Sponsor \$20,000
- Primary \$5,000
- Secondary \$3,000
- Tertiary \$2,000
- Patron \$1,200
- Contributing \$500
- Trophy Sponsor \$150
- Media \$20k value
- Beverage Sponsor product donation
- Component Sponsor (see totals/selections on previous page): stage, children's activities, banners, merch: \_\_\_\_\_
- Other: please contact us to personalize

#### Payment Information:

- Check enclosed
- Payment will come later
- Invoice me
- Charge Credit Card #: \_\_\_\_\_ exp: \_\_\_\_\_

Signature for card Authorization: \_\_\_\_\_ date: \_\_\_\_\_

May Madness Tax ID #46-0586110

**HOLD HARMLESS AGREEMENT:** This agreement is entered into by and between, San Rafael BID, MayMadnessSanRafael, and the vendor filling out, signing, and returning the application. Producer is in the business of providing space at May Madness for the vendor. Producer/Presenter do not participate in the construction, assembly, or placement of the individual vendor. Producer, on behalf of the Presenter, provides space only at the event. The vendor hereby indemnifies and holds the Producer/Presenter, its agents, employees and harmless from any and all claims, including costs and attorney's fees resulting therefrom, arising out of said vendor's participation in this event. For the purpose of this agreement, the term "participation" shall include, but not be limited to, the delivery of equipment, merchandise, structures and product to their designated location, the set up and display of any such structure and presentation, and the dismantling and removal of all such items from the area provided by or through the Producer/Presenter or its agents, employees and servants. The vendor hereby expressly assumes any risk of harm to the vendor arising out of their participation and the participation of other vendors in May Madness, including any risk resulting from the particular location of the space designated to them by the Producer/Presenter. **This agreement shall be effective immediately upon execution and continue in effect throughout the event period.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Thank you for supporting San Rafael's Annual May Madness!