



Presented by
Rotary Club
of Weston and Wayland

Rotary
Club of Weston
and Wayland



Generous Sponsors for Many Years



Getting Involved:
Please contact:

Co-Chairs:
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Sponsor Services:
[John Marchiony](#)
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Sponsorship Benefits Overview

Organizing Principles of our Sponsorship Philosophy

- 1. Organizational Sponsorship of Everything We Do for a Year:**
Platinum, Gold and Silver sponsorship incorporate benefits through the year.
- 2. What the Sponsor Values is Most Important.**
The Organizing Committee will provide additional customized benefits for sponsors whenever possible. Platinum sponsors receive all of these benefits. All other sponsors enjoy a modified selection of benefits.

Year-Long Rotary Sponsorship Benefits:

- Premium sponsors enjoy benefits through June, 2020
- **Sponsor Recognition:** Co-Sponsor of the annual Scholarship Celebration Dinner at the Weston Golf Club in June, the Rotary Rising Youth Leadership Award program and its celebration events, and the Rotary Business Networking Series.
- **Hospitality:** Complimentary tickets to the Rotary Holiday Party, Valentine's Day Party, and/or Scholarship Celebration Dinner, as well as complimentary attendance at Rotary Special Events ("meetings") throughout the year.
- **Promotional Rights** to promote your organization's support of the Rotary Club of Weston & Wayland.
- **Volunteer Opportunities** for the sponsor, its employees and friends.

Communications Recognition and Exposure:

- Premium sponsors enjoy prominent logo and name recognition in all communications, including, for example:
- **Online:** [WestonCarShow.com](#) and [WestonWaylandRotary.org](#) websites, our Facebook page, email campaigns (1,500 subscribers).
- **Offline:** Direct mail campaign (3,000+ households); Pre-event signage and printed materials.
- **Media Relations:** Quotation and/or photograph in the pre-event press release and post-event article(s) issued to local and regional media outlets. (Platinum)

Car Show Recognition and Exposure:

- **Signage & Materials:** Recognition on promotional materials & signage.
- **Exhibit Booth/Display:** one 10'x20' or 10'x10' exhibit space
- **Car Display:** Space to display up to 4 cars.
- **Awards:** Multiple Judging and Awards Presentation opportunities
- **Sponsor Announcements:** Ten 30-second "Commercials" announced or broadcast by the Show Emcee, Sponsor Services Team, or one of your participants.

Hospitality at the Car Show:

- **Car Show:** Complimentary VIP tickets, including food, beverage and raffle tickets for VIP guests.



Year-Long Sponsorship Benefits			
Benefit Description	Platinum	Gold	Silver
Duration: Months of Exposure	1 Year 12 months or longer	1 Year 12 months or longer	1 Year
Quotation and/or photograph in releases for Car Show, Scholarship Celebration Dinner and Rotary Rising Youth Leadership Article	4 times or more	2 times or more	1 time
Web site Exposure (WestonCarShow.org; WestonWaylandRotary.org)	Logo (Big) Name (Most Pages) Description (Big) Links (Many)	Logo (medium) Name (Some pages) Description (short) Links (Some)	Logo (modest) Name (Some) Link (1)
Facebook page: logo and name	Yes - Multiple	Yes - 1	Name mention
Email: logo and name recognition	Logo Featured	Logo Included	Name Included
Direct mail: logo and name recognition	Logo Featured	Logo Included	Name Included
Signage and printed materials: logo and name recognition	Yes	Yes	Yes
Awards Presentation at the Car Show	Yes (Many)	Yes (Some)	Yes (1)
Exhibit booth space.	10'x20' (or more)	10'x20'	10'x10'
Space to display cars	4 cars	2 cars	1 car
Sponsor Announcements (10-15 seconds)	10 (3 versions)	6 (2 versions)	3 (1 version)
Complimentary VIP Ticket Packages	10	5	3
Sponsorship/Co-Host of Scholarship Celebration Dinner, June	Yes	--	--
Complimentary tickets to two Rotary special events.	4 (8 total)	2 (4 total)	1 (2 total)
Complimentary seats at a Rotary Dinner Meeting each month.	12 pairs (1 pair/month)	2 pairs	1 pair
Promotional rights.	Yes	Yes	--
Sponsorship Contribution	\$10,000	\$5,000	\$2,500