

# *Hot San Jose Nights*

www.hotsanjosenights.com  
July 14 & 15 2012  
Santa Clara County Fairgrounds

## **Title Sponsor**

Sponsorship with Hot San Jose Nights is an investment, in cash or kind, in return for access to exploitable business potential associated with a wholesome, family-friendly, and charitable event.

## **Title Sponsor Points**

- Brand Association with Hot San Jose Nights until January 15, 2013
- Multi-Channel Marketing Opportunities
- Relationship Building Opportunities
- Public Relations Coverage in Radio, TV, and Newspapers
- Positive Community Impact
- Local and National Promotional Opportunities
- Cross-Promotions/Sponsor Partnerships
- Hot San Jose Nights has been awarded and honored by the City of San Jose in 2009 & 2010 for our Community Involvement

## **Sponsorship Points & Highlights**

- Your company name precedes Hot San Jose Nights on all advertising collateral and website.
  - Your company logo will be included
- Your company name will be present on banners for the highlights of the event such as:
  - The large main Hot San Jose Nights Banner in front of the Fairgrounds
  - Destruction Derby on Sunday, July 15 in the Arena with attendance of 3500
  - The Prom, "Dancing & Cars Under the Stars" on Saturday Night
  - The Autorama Car Show Building which will be full of show cars
  - The bandstands for 12 live bands, including a 21 piece big band
- Your company will be included in all advertising for HSJN
  - San Jose Mercury News
  - Auto Trader Magazine
  - Silicon Valley Newspapers
  - Hemmings Motor News
  - Cruisin' News
  - Old Cars Weekly
  - 3 major radio stations
  - Car Guy Channel weekly local TV Show
  - HSJN booth presence at Dream Machines, Mt. View Art & A la Carte, Hybrids2Hotrods, & other car show events
  - HSJN Constant Contact Newsletter with email blast weekly
  - Snail mail newsletters & updates
  - Custom Flyers sent to target businesses for each of the special HSJN events

- F.O.E. advertising campaign & ticket sales for HSJN

### **Benefits During the Event**

- Outdoor Booth Space of 40' x 60' or 240 square feet
  - Use to display your cars, sell products
  - Can be interactive as in a location to start/offer test drives
  - Use to personally hand out some specialty promotional items, key chains, etc.
- Indoor booth space of 20' x 60' (we will fit your needs)
  - Use - same as outdoor space
- Banner size 3' x 8' with your company information, advertising logo
  - Inside Silicon Valley Classic - Collector Car Auction Building
  - Inside the Autorama/Show Car Building
  - The Main Stage for the bands
  - The Destruction Derby Arena
- Full page ad in the HSJN Program (#3000 printing)
- Promotional/coupon/promotional item (you provide) inserted into our Gift Bag/Goodie Bag #3000
- Your name on the main event HSJN Ticket along with the Willow Glen Lions #30,000 tickets
- 6 Awards will be given in your company's name (Your company may choose a special car for a special award.)
- Announcements of your business will be made:
  - during the Awards
  - at intervals when bands come onto stage or leave stage
  - at the Destruction Derby
- Business name and logo can be added to our continuous DVD slide show shown during event hours.

### **VIP Benefits**

- Indoor 20' x 40' VIP area in your choice of building with tables & chairs, roped off with your company banner, near food & bar
- 200 promotional HSJN tickets to hand out
- 20 VIP Parking Passes
- VIP seating for 20 at the Destruction Derby
- VIP & Celebrity Picture Taking during event - time to be arranged.

### **Optional**

- First right to supply the Gift Bags/Goodie Bags with your company name. Our volunteers will insert all materials/promotional items and give to participants and general public. #3000
- Drink tickets can be purchased for \$400.00. Covers 135 16 oz. beers, soft drink, water
- Your company flag (you provide) can be flown at the Fairgrounds
- To participate with HSJN float in the local Parades
  - Bonnets & Bunnies Campbell's Easter Parade on April 7th
  - Rose, White, & Blue Parade in San Jose on July 4th

Hot San Jose Nights has become one of the Bay Area's premier and well respected events. We have many sponsorship opportunities that can be tailor made to fit your criteria and your budget. There are many ways to participate with your investment into Hot San Jose Nights that can benefit your business. Ask us to custom design a package for you.