



Back to the **BRICKS®**

America's Classic Car Events™

SPONSORED BY



general motors





Back to the Bricks®

Back to the Bricks® consists of four major multi-day events each year. These include Chrome & Ice™, February 11-13, 2022, a mid-winter indoor car show at the Dort Financial Center in Flint which broke all records in 2020 with more than 7,000 in attendance, the all-new Dust 'em Off event May 22, 2022, offering car enthusiasts a chance to get their car out for one of the first car shows of the year, and the Promo Tour, June 3-8th, 2022 which promotes Back to the Bricks®, and boosts the economy of the host cities we visit around the state. The Tune-Up Parties in various communities around the county scheduled for August 8-12, 2022, build enthusiasm and excitement for the following week. The Main Event, August 15-20, 2022, has grown to a 6-day extravaganza that attracts more than **500,000** car enthusiasts annually to Genesee County.

Each of these 4 events offers unique opportunities for sponsors to extend their market reach and connect with potential customers. Sponsor level commitments may be cash, in-kind services, or a combination of cash and in-kind services to be agreed upon at the time of application. Displays by sponsors are optional, not mandatory, and there are space reservation deadlines for each event. Upon request, sponsors may be given permission from the Leadership Committee to use the Back to the Bricks® logo. Sponsors desiring to use the Back to the Bricks® logo or any facsimile thereof must submit media advertisements and proposals for final review before permission is granted. In all cases, permission to use the Back to the Bricks® logo remains the sole decision and prerogative of Back to the Bricks®.



2022 Events:

CHROME & ICE

Sponsor payment must be received prior to Jan 1, 2022. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on promotional material.

DUST 'EM OFF

Sponsor payment must be received prior to Feb 1, 2022. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on promotional material.

PROMO TOUR

Sponsor payment must be received prior to April 1, 2022. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on Promo Tour promotional material.

TUNE-UP PARTY WEEK AND MAIN EVENT WEEK:

Sponsor payment must be received prior to May 1, 2022. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on Back to the Bricks® promotional material.

Display space must be reserved by July 1st to insure availability.



Back to the Bricks® is proud to be a non-profit entity. Community participation and support from local business and donors make this possible. We are looking for partners in the community who want to be part of the excitement. We are growing and are excited for the future and would love for you to be apart of this.

Sponsorship Levels:

- PREMIER LEVEL - \$10,000.00 +
- PLATINUM LEVEL - \$5,000.00*
- GOLD LEVEL - \$3,000.00*
- SILVER LEVEL - \$2,000.00
- BRONZE LEVEL - \$750.00 or \$1,000.00*

* Additional Marketing included Sponsorship



Sponsorship
Levels Based on
Payment before
May 31st, 2022

PREMIER LEVEL - \$10,000.00 +

- Premier Level sponsor has display space at Chrome & Ice™ in Feb
- Premier Level sponsor has display space at Dust 'em Off event in May
- Premier Level sponsor name and company logo will receive top billing and the largest print
- Company Logo will appear near top of the souvenir T-shirt
- Marketing on Premier page of our website with a link to the company's website
- Marketing on the front of the promotional cards
- Receive a rotating banner ad on selected pages of our website
- Name will also be on the front of over 1,000 promotional window posters
- Display areas for Premier Level sponsors will be negotiated on an individual basis, or a full-page ad in the souvenir magazine can be provided
- Premier Level sponsors will also be listed on the sponsor page of the magazine
- Classic car space on Bricks to be discussed on individual basis, no more than 10 spaces reserved

PLATINUM LEVEL - \$5,000.00 +

- Platinum Level sponsor has display space at Chrome & Ice™ in Feb
- Platinum Level sponsor has display space at Dust 'em Off event in May
- Platinum Level sponsor name and company logo will receive high billing and the large print
- Company Logo will appear near the top of the souvenir T-shirt
- Marketing on Platinum page of our website with a link to the company's website
- Marketing on the front of the promotional cards
- Name will also be on the front of over 1,000 promotional window posters
- Display areas for Platinum Level sponsors will be negotiated on an individual basis, or a ½ page ad in the souvenir magazine can be provided
- Platinum Level sponsors will also be listed on the sponsor page of the magazine
- Classic car space on Bricks to be discussed on individual basis, no more than 5 spaces reserved

GOLD LEVEL - \$3,000.00

- Gold Level sponsor has display space at Chrome & Ice™ in Feb
- Gold Level sponsor has display space at Dust 'em Off event in May
- Gold Level sponsor will receive a display area with 40' of frontage on the Flat lot during Saturday's Main Event and Friday nights concert
- Display space at Rolling Cruise MEGA Site
- Company logo will appear on over 1,000 of the souvenir T-shirts
- Company name and logo will be displayed on our website with a link to the company's website
- Mention of company will also appear on 35,000 promotional cards
- Gold Level sponsors will receive 1/4-page ad, and be listed on the sponsor page of the souvenir magazine
- Classic car space on Bricks to be discussed on individual basis, no more than 3 spaces reserved

SILVER LEVEL - \$2,000.00

- Silver Level sponsor has display space at Chrome & Ice™ in Feb
- Silver Level sponsor has display space at Dust 'em Off event in May
- Silver Level sponsor will receive a display area with 30' of frontage on the Flat lot during Saturday's Main Event and Friday nights concert
- Display space at Rolling Cruise MEGA Site
- Company logo will appear on over 1,000 of the souvenir T-shirts
- Company name and logo will be displayed on our website with a link to the company's website
- Mention of company will also appear on 35,000 promotional cards
- Silver Level sponsors will receive 1/8-page ad, and be listed on the sponsor page of the souvenir magazine
- Classic car space on Bricks to be discussed on individual basis, no more than 2 spaces reserved

BRONZE LEVEL - \$750.00 OR \$1,000.00

- Bronze Level sponsor will receive a display area with 10' of frontage on the Flat lot during Saturday's Main Event and Friday nights concert
 - Display space at Rolling Cruise MEGA Site
 - Company name will appear in script on over 1,000 of the souvenir T-shirts
 - Company name will be displayed on our website with a link to the company's website
 - Bronze Level sponsors be listed on the sponsor page of the souvenir magazine
- Optional \$1,000 Sponsorship includes all above + Business card size Ad in Souvenir Magazine (10,000 printed)



NEXT STEPS

SPONSOR LEVEL

COMMITMENT: _____

How would you like to be invoiced:

Paper Invoice _____

Email _____

Please Provide Email Address:

Business Name:

Contact Name:

Phone Number:

Address:

Signature for your commitment

Printed Name

Date