



# 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 7-9, 2025, a mid-winter 3-day indoor car show at the Dort Financial Center in Flint, the spring Dust 'em Off event May 18th, 2025, 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 6th - 11th, 2025 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 4-9, 2025, build enthusiasm and excitement for the following week. The Main Event, August 11-16, 2025, 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 space reservation deadlines exist for each event. Upon request, sponsors may be permitted by the Executive Director 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®.



## 2025 Events:

### CHROME & ICE™ Feb 7-9<sup>th</sup>, 2025

Sponsor payment must be received before Jan 1, 2025. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on promotional material.

### DUST 'EM OFF May 18<sup>th</sup>, 2025

Sponsor payment must be received before Feb 1, 2025. If payment is received after that date, we cannot guarantee that the sponsor's information will appear on promotional material.

### PROMO TOUR June 6<sup>th</sup> – 11<sup>th</sup>, 2025

Sponsor payment must be received before March 1, 2025. 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: August 4<sup>th</sup> – 9<sup>th</sup> & August 11<sup>th</sup> - 16<sup>th</sup>

Sponsor payment must be received before May 1, 2025. 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 ensure 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 - \$1,000.00

*\* Additional Marketing included Sponsorship*

*Back to the*  
**BRICKS**<sup>®</sup>  
*America's Classic Car Events™*

Sponsorship  
Levels  
Breakdown

## 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 **ALL YEAR LONG**
- Marketing on promotional cards
- Receive a rotating banner ad on selected pages of our website
- Display areas for Premier Level sponsors will be negotiated on an individual basis, **OR** receive a full-page ad in the souvenir magazine
- Premier Level sponsors will also be listed on the sponsor page of the magazine

## 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 **ALL YEAR LONG**
- Marketing on promotional cards
- Display areas for Platinum Level sponsors will be negotiated on an individual basis, **OR** receive a ½ page ad in the souvenir magazine
- Platinum Level sponsors will also be listed on the sponsor page of the magazine

## 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' during Saturday's Main Event and Friday nights concert, automotive sponsors to be in the Flat Lot
- 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 **ALL YEAR LONG**
- Gold Level sponsors will receive 1/4-page ad, and be listed on the sponsor page of the souvenir magazine



## 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' during Saturday's Main Event and Friday nights concert, automotive sponsors to be in the Flat Lot
- Display space at Rolling Cruise MEGA Site
- Company name 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 **ALL YEAR LONG**
- Silver Level sponsors *can opt to take the 1/8-page ad* in the collector's magazine, if they do not want to be present at events and be listed on the sponsor page of the souvenir magazine. You may purchase the 1/8pg ad or large sizes if you chose to be at events.



## BRONZE LEVEL - \$1,000.00

- Bronze Level sponsor will receive a display area with 10' of space 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 **ALL YEAR LONG**
- Bronze Level sponsors be listed on the sponsor page of the souvenir magazine, Ad space in the Collectors magazine is available for purchase

\* Back to the Bricks is a 501c3 Non-Profit Organization. All sponsorship levels are Tax-Deductible and 501c3 Letters will be provided to any sponsor that requests them.



## 2025 SPECIAL SPONSORSHIPS AVAILABLE

- **Dust 'em Off T-Shirt Sponsor** – 1,000 t-shirts with your logo on the back, featuring sponsor Logo all year long + space at all events
- **Promo Tour Breakfast Sponsor** – Be the featured sponsor during the Catered Promo Tour Breakfast, featuring sponsor Logo all year long + space at all events
- **Back to the Bricks® Security Sponsor** – Features sponsor all year long + space at all events
- **Back to the Bricks® Scholarship & Education Sponsor** - Features sponsor all year long + space at all events

\* Each above partnership is exclusive and will be negotiated with even more perks.



# 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