

9th annual
MARILLA
CAR, TRUCK / CYCLE SHOW
ARTS & MUSIC FESTIVAL

*PROCEEDS TO BENEFIT
MERCY FLIGHT OF WNY*



SATURDAY, JULY 28 & SUNDAY, JULY 29, 2012

SPONSOR PLEDGE PACKAGE

This premier, family-friendly annual event brings out the coolest classic and custom cars & motorcycles; not just locally, but from all over the East Coast and Canada!

- ◆ Special Guest Appearances by Local and National Celebrities ◆
- ◆ Local Bands and Artisans ◆ Commercial and Local Vendors ◆
- ◆ Celebrity Cars ◆ Awards ◆ Bike Day/Bike Run ◆ Daisy Duke Contest ◆
- ◆ 50/50 Splits ◆ Chinese Auction ◆ Food ◆ Beverages ◆ Kids Zone ◆ And More!

The Marilla Car, Truck & Cycle Show is an annual town event dedicated to raising funds for non-profit organizations in the Western New York area. Totally staffed by volunteers, the net proceeds from the 9th Annual Marilla Car, Truck & Cycle Show will be proudly donated to Mercy Flight of Western New York –A Beacon of Hope . . . when minutes matter.

Endorsement

“On behalf of everyone at Mercy Flight, I want to say thank you from the bottom of my heart for your continued support. We rely on the annual funding we receive from our friends in Marilla and every year, I am overwhelmed by the dedication and commitment of the Marilla Auto Show Sponsors, Committee Members, Volunteers and attendees. We really appreciate everything you do to support this great event and Mercy Flight Western New York.”

Douglas H. Baker

Mercy Flight Founder & President



Our Mission

Mercy Flight Western New York is a local, independent, not-for-profit provider of air medical transportation and supporting services, ensuring rapid, safe and cost effective delivery of expert emergency response teams. We serve the counties of Western New York and Northwestern Pennsylvania out of bases in Buffalo, Batavia and Olean.

Since our first mission in 1981, we have safely flown more than 19,000 patient missions with critically ill and injured patients. 24 hours a day, 7 days a week, we are “A Beacon of Hope . . . when minutes matter”. The financial support we receive from individual donors, community groups, service clubs and events like the Marilla Auto Show plays a vital role in our ability to carry out our mission.



A Year In Review

2011 was very successful with approximately 20,000 spectators, 1,000 show vehicles, and 900 motorcycles!



2012 SPONSOR BENEFITS

BENEFITS OF SPONSORSHIP	VIP \$3000	DISTINGUISHED \$1000	HONOR \$500	SPECIAL \$250	CONTRIBUTING \$150
“Presented by (<i>your company name</i>)” under Marilla Auto Show logo on all event advertising.	YES				
Custom vinyl banner with your company logo prominently displayed at the event.	YES	YES			
VIP parking for 1 show vehicle.	YES	YES			
VIP parking space(s) for attendees.	TWO	ONE			
Complementary vendor space.	10'x20'	10'x10'			
Complementary Celebrity Dinner Tickets (Saturday).	TWO	TWO			
Company name/logo featured on 5000+ event posters & flyers to be displayed/distributed at spring/summer events. (Car & cycle shows, cruises & swap meets, biker events.)	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color		
Company name/logo on MarillaAutoShow.com and Facebook Page.	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Name	Name
Company name/logo on trophies.	Logo on all trophies	Logo on all trophies	Name on 20 trophies	Name on 5 trophies	Name on 2 trophies
Advertisement in Event Book distributed day of show.	Full Color Page	Full B&W Page	Full B&W Page	Full B&W Page	Half B&W Page
Special appreciation award.	YES	YES	YES		
Invitation for you and a guest to the recognition reception dinner.	YES	YES	YES		
Public recognition as a sponsor over the PA system during show hours.	YES	YES	YES	YES	YES

MERCY FLIGHT COUNTS ON THE MARILLA AUTO SHOW AS ONE OF ITS BIGGEST FUNDRAISERS, AND WE COUNT ON OUR SPONSORS TO HELP US DELIVER OUR CRITICAL SUPPORT. THANK YOU FOR YOUR CONSIDERATION AND SUPPORT!

For additional information, please contact:
Mary Lynne at (716)604-8458 or MarillaAutoShow@yahoo.com.



2012 SPONSOR PLEDGE FORM

JULY 28-29, 2012

Date: _____

Name: _____

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Web Site: _____

Please indicate level of sponsorship:

- \$3,000 "VIP" (see Notes 1, 2)
- \$1,000 "DISTINGUISHED" (see Notes 1, 3)
- \$500 "HONOR" (see Notes 1, 3)
- \$250 "SPECIAL" (see Note 3)
- \$150 "CONTRIBUTING" (see Note 4)
- I do not wish to be a Sponsor. Please accept my donation for \$ _____.

We can't do this without you! Please mail this pledge form along with check or money order made payable to **Marilla Auto Show** and mail both to:

Marilla Auto Show
Attn: Sponsors
PO Box 76
Marilla NY 14102

NOTES: Please send to **MarillaAutoShow@yahoo.com** in jpg, gif, bmp or pdf format.

- 1 - Full color logo
- 2 - 5.5"W x 8.5"H full color ad
- 3 - 5.5"W x 8.5"H black & white ad
- 4 - 5.5"W x 4"H black & white ad