

## Nonprofits we support



More than 65,000 spectators will line State Street in anticipation of Santa Barbara's only nighttime parade kicks off the holiday season. Participants include marching bands, fabulous holiday-themed floats, spectacular performance groups, local personalities, and Grand Marshal! The Holiday Prince and Fairy, selected from winning artwork best capturing the parade theme, will lead the parade and light up the community Christmas tree on their way down the parade route.



The Goleta Lions Club International motto is *We Serve*, which to Lions means selfless service to others in need in our local communities. The word *We* is inclusive, which includes transparency relative to gender, religion, ethnicity, politics or nationality. Areas of Service include vision, hearing, and speech impaired, hunger, diabetes awareness, youth, and childhood cancer. The Goleta Lions Club is active in virtually every local community in the Santa Barbara area. All funds raised by Lions from the general public are used for charitable outreach purposes.



Over the years PYC has helped thousands of boys and girls using sports as a method of developing confidence and other essential life skills. Athletes from the Page Center have gone on to compete in high school and college sports. Many have gone on to become business and community leaders in Santa Barbara County and beyond. Some have come back to assist with coaching and training to "give back" what they received from PYC.



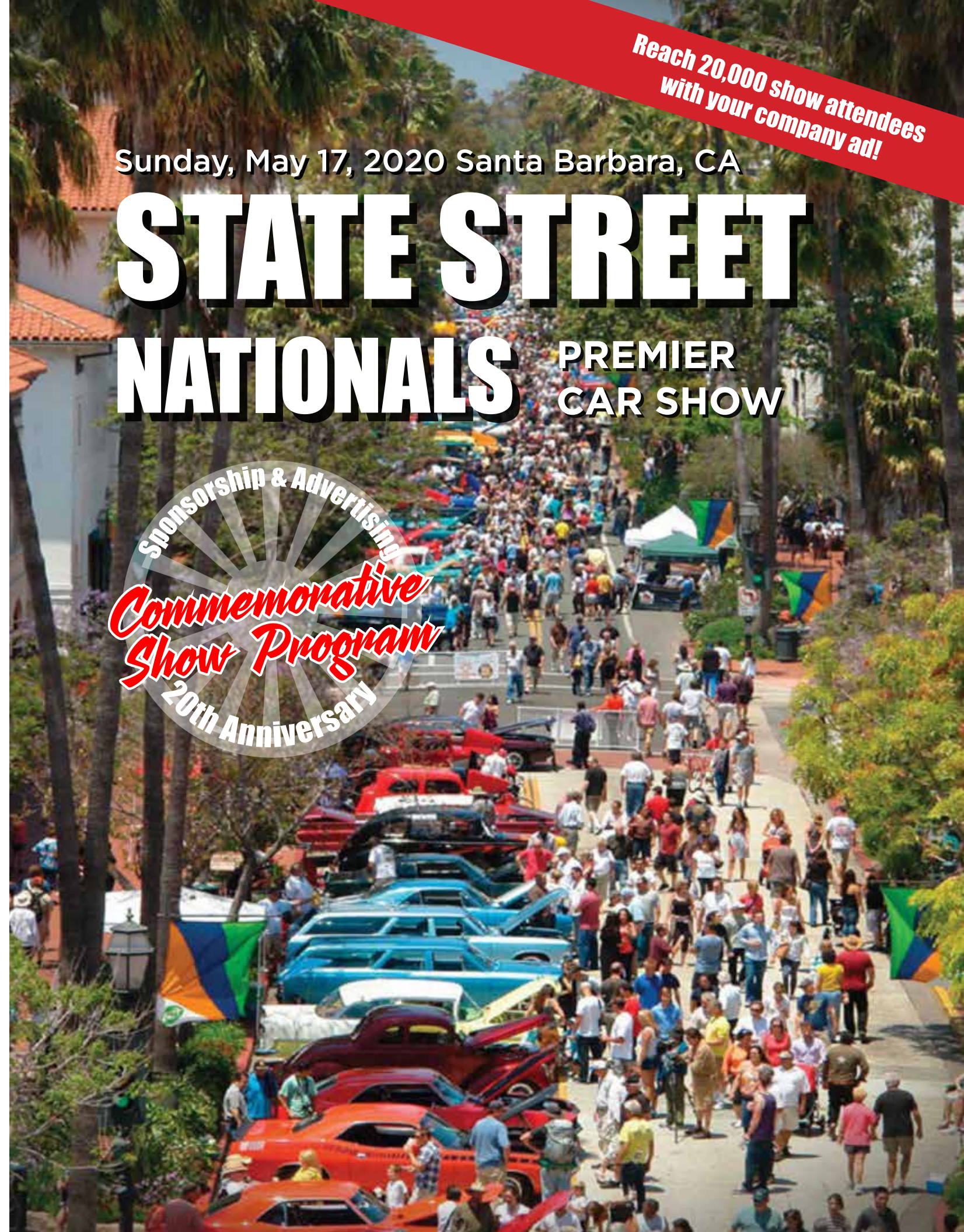
The VFW was established to assist veterans. Our mission is to foster camaraderie among United States veterans of overseas conflicts and to serve our veterans, the military and our communities and advocate on behalf of all veterans. The purposes of the Veterans of Foreign Wars of the United States are fraternal, patriotic, historical, charitable, and educational; to preserve and strengthen comradeship among its members; to assist worthy comrades; to perpetuate the memory and history of our dead, and to assist their surviving spouses and orphans; to maintain true allegiance to the Government of the United States of America, and fidelity to its institutions of American freedom, and to preserve and defend the United States from all her enemies.

Sunday, May 17, 2020 Santa Barbara, CA

# STATE STREET NATIONALS

## PREMIER CAR SHOW

Reach 20,000 show attendees with your company ad!



# Sponsorship Levels

## PREMIER SPONSOR \$3,000.00

- Our Premier Sponsorship is limited to two sponsors per year. With this sponsorship, you will receive:
- Top Billing at the Show and your logo will appear on our website
- Your logo will appear on the back of the event shirt, as well as all subsequent fliers and appear on a sponsor banner hung at the Information booth for all to see
- Your business name will be announced during the trophy presentation
- A "premier" uncovered 10 x 20 vendor space in the center of the show for advertising or for the sale of merchandise at the event
- A total of 10 event t-shirts for you and your guests
- Opportunity to provide an item for the participant SWAG bag

## GOLD SPONSOR \$1,500.00

- Your logo will appear on our website
- Your business name will be announced during the trophy presentation and will appear on a sponsor banner hung at the Information booth for all to see
- An "prime" uncovered 10 x 10 vendor space in the show for advertising or for the sale of merchandise at the event
- A total of 6 event t-shirts for you and your guests
- Opportunity to provide an item for the participant SWAG bag

## SILVER SPONSOR \$800.00

- Your logo will appear on our website
- Your business name will be announced during the trophy presentation and will appear on a sponsor banner hung at the Information booth for all to see
- An uncovered 10 x 10 vendor space in the show for advertising or for the sale of merchandise at the event
- A total of 4 event t-shirts for you and your guests
- Opportunity to provide an item for the participant SWAG bag

## BRONZE SPONSOR \$300.00

- Your logo will appear on our website
- Your business name will be announced during the trophy presentation and will appear on a sponsor banner hung at the Information booth for all to see
- Opportunity to provide an item for the participant SWAG bag

## SHOW VENDOR \$350.00

- Your logo will appear on our website
- Your business name will be announced during the trophy presentation and your business name will appear on a sponsor banner hung at the Information booth for all to see
- You will receive an uncovered 10' x 10' vendor space for advertising or for the sale of merchandise at the event
- Opportunity to provide an item for the participant SWAG bag

## PROGRAM FEATURE PHOTO PAGE SPONSOR \$7,000.00

- Sponsor the ten feature photo pages in the printed program.
- Your logo will appear at the top of the page with phone number, website address

## 2020 OFFICIAL EVENT SHIRT SPONSOR \$1,500.00

Become our 2020 Event Shirt sponsor. This sponsorship could either be in the form of a monetary donation or in-kind donation and will include your logo on the sleeve of our 2020 Official Event Shirt. We will also include your logo on all subsequent fliers, sponsor banner, and website. Your business will be announced during our trophy presentation and the opportunity to provide an item for our participant SWAG bag.

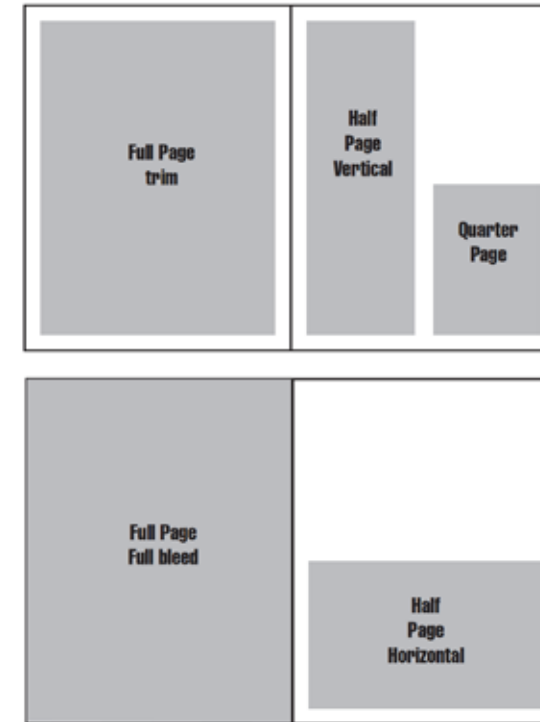
## 2020 PARTICIPANT SWAG BAG SPONSOR \$1,000.00

Become our 2020 Participant SWAG Bag Sponsor. This sponsorship will include your logo on the Participant SWAG Bag given out to all those that enter of our 2020 show. We will also include your logo on all subsequent fliers, sponsor banner, and website. Your business will be announced during our trophy presentation and the opportunity to provide an item for our participant SWAG bag.

Donations of any kind would be very appreciated and recognized during our trophy presentation. All sponsorships are tax-deductible

# Program Display Advertising

20,000 printed programs will be distributed for free to event participants and attendees. Promote your business to a targeted audience who are local residents and Santa Barbara visitors. A percentage of ad fees will be donated to charities designated by State Street Nationals Premier Car Show.



## SIZES AND RATES

Check the ad size you wish to purchase and enter the cost on the other side of this form.

Color Ads:

Full Page Back Cover 7 1/2 x 10 in. \$1,070

Full Page IFC 7 1/2 x 10 in. \$1,070

Full Page IBC 7 1/2 x 10 in. \$1,070

Black and White Interior Ads:

Full Page Interior 7 1/2 x 10 in. \$900

Half Page Horizontal 7 1/2 x 4.5 in. \$450

Half Page Vertical 3 1/2 x 10 in. \$450

Quarter Page 3 1/2 x 4.5 in. \$225

Acceptable file formats: PDF or JPG, High resolution file minimum 300 dpi. All ads are b/w with the exception of inside front cover (IFC), inside back cover (IBC), and back cover. Color ad reservations will be honored on a first come basis.

Reservations will be honored on a first come basis and are due by April 21, 2020.

Advertiser's Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Payment Options:

Check Enclosed \_\_\_\_\_ check number \_\_\_\_\_, check amount \$ \_\_\_\_\_

Select one: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Signature: \_\_\_\_\_

CONTACT SARAH ETTMAN at [settman@wavecommsb.com](mailto:settman@wavecommsb.com) to book your ads  
CONTACT ROBIN HURLEY at [robinhurley.sb@gmail.com](mailto:robinhurley.sb@gmail.com) to become a sponsor

OFFICE USE ONLY: REP INITIALS \_\_\_\_\_ DATE IN \_\_\_\_\_ CC TRANS ID \_\_\_\_\_ CC TRANS DATE \_\_\_\_\_