



Volkswagen Club of Central NY

To Whom It May Concern:

The Volkswagen Club of Central New York is hosting the **15th annual "Salt City VW Show" on Sunday, August 12, 2018 at McKinley Ridge East, Oneida Shores County Park, Brewerton, NY.**

This is a nationally advertised event with over 30 car classes and with an average of 150 plus cars that enter the show for trophies. We offer this event free to the public, with Food, Music, Door Prizes, and Raffles.

To help make this event as fulfilling as possible for all our participants and their families, VWCCNY is looking for your company's help with sponsorship for our annual show. We have two tiers of sponsorship –

1. **Class Sponsor** – a \$40 per class donation in cash or merchandise value.
2. **Show supporter** – donation of door prizes and/or give-away items (stuffers) for hand out as participant bags

Class Sponsor: A monetary donation of \$40.00 per show class will get your business out in front of everyone attending. You or your business may sponsor as many classes as you like, but quantities are limited. Your sponsorship will be advertised to all participants via our show program, individual handouts provided by you, DJ plugs, and recognized at the awards ceremony for your sponsored class. We can also place your logo or name on our show class stanchions. Class Sponsors are also encouraged to donate larger items for our door prize raffles – a great way to promote your business and services.

Show Supporter: If you or your business are unable to provide a monetary donation and would like to contribute items for door prizes, you will still be recognized as a sponsor. Our many participants have varied interests and would certainly have an interest in your company's services or product offerings. VWCCNY is always happy to accept donations for door prize items or items for the 150 goody bags we hand out to show participants. If you would like to donate a goody bag item, please consider 150. If you provide a donation of this kind, we will have the DJ mention your company during the show and you will be listed as a VW Show supporter in the show program. Please make arrangements to have these items picked up or dropped off by August 1st, 2018 so our volunteers have time to organize and/or fill the hand out bags. To drop off or arrange for us to pick up products, please contact either Dan Stevens or Michelle Woodhouse at **315-699-6407** or e-mail **dan@vwccny.com**

Sponsorship donations must be received by August 1st, 2018 in order to have your company name displayed on the individual show class stanchions throughout the event field.

Make checks payable to: VWCCNY

and mail to: VWCCNY, 6026 McKinley Road, Brewerton, NY 13029

For additional information, please see the enclosed flyer, or visit our website at **www.vwccny.com**

If you have any questions, please feel free to contact us. Thank you in advance for your support.

Sincerely, **VWCCNY – Volkswagen Club of Central New York**