

MONDAY NIGHT CAR SHOWS, INC.,

and

Westfield Old Orchard Mall, Skokie, Illinois

Present:



Every Monday May 29th through September 4th:

**Located in the West parking lot of Westfield Old Orchard, across the street
from Niles North High School, in Skokie.**

**May 29, June 5, 12, 19, 26, July 3, 10, 17, 24, 31, August 7, 14, 21, 28,
September 4, 2017 ***

**Registration 5:00
Show 6:00 p.m.--9:00 p.m.**

* Weather permitting

Monday Night Car Shows, Inc. is a 501(C)(3) not-for-profit organization comprised of local businesses and citizens dedicated to the Classic Car Hobby and the Community at large. Our mission is to advance the Classic Car Hobby through community awareness, camaraderie, and contributions to programs that teach automotive skills to the next generation through scholarships.

Our fifteen shows are every Monday night in the summer beginning on May 29th through September 4th. The car shows start at 6 pm and run until 9 pm. Vehicle registration begins at 5 pm in the parking west lot of Westfield Old Orchard Mall.

Now in its eleventh season, this popular community event has become the most popular event of its type on the North Shore. We have over 3,100 registered vehicles. Last season we attracted as many 500 vehicles weekly including Classic cars, Muscle cars, Hot Rods, Motorcycles, and even the occasional vintage Military Vehicle! It has become a favorite summer night activity for the entire community.

Due to our new location and the affiliation with the Skokie Chamber of Commerce, average attendance, at more than 3,000 per car show, is expected to grow in 2017. This series of free events features music, raffles, goody bags, and food vendors. Being a Mall event, we already have the commitment of top-name food vendors for our food service at the shows.

This year, we are adding an even more exciting opportunity for our sponsors! In addition to our own registered car list of over 3,100 vehicles, Westfield will be advertising and promoting the the "Dinner and a Show" concept via emails (22,000 on their list), signage throughout the mall, including their new lighted sign tower on Old Orchard Rd., and in the stores themselves. Also, ***Talking Carz***, a live internet and radio talk show, will be broadcasting live each week from our location, and ***Make it Better Magazine*** will be promoting our events on line and in print, significantly increasing the car show attendance-and the exposure for our sponsors. This is in addition to the fact that our events are covered by all of the local media, both in print and on line.

If your company were to sponsor, your logo/link would be seen by thousands.

We hope to partner with your business. Through your sponsorship, we can continue to maintain and grow our organization and provide our service to the community, and scholarships to the young men and women that would like to continue to learn and grow in our industry. Here are the fully **tax-deductible** sponsorship opportunities:

Platinum (Primary) Sponsorship:	All Fifteen Shows	\$5,000
Gold-Level Sponsorship	Seven Shows	\$2,800
Silver-Level Sponsorship:	Three Shows	\$1,350
Bronze-Level Sponsorship	One show	\$ 500

For your Sponsorship you would receive:

- The right to set up your display table and chairs, from which you can sell branded products and distribute promotional materials at the shows you are sponsoring.
- Your business name featured in the event poster posted around town and given out at all of the car shows in the area. (Primary/Gold).
- Your name or logo featured in all printed ads (name and logo for Primary/Gold sponsor).
- Your logo featured on the official Monday Night Car Shows website (along with a direct link to your site)
- Your name/Logo mentioned in the weekly newsletter to members (almost 1,500 and growing) and at the shows themselves.
- Display space for your Classic/Custom vehicle, if applicable.

We hope you consider adding your company to our list of Sponsors. We also accept cash donations, as well as product to raffle, or add to our goody bags. However you can contribute would be appreciated.

I thank you in advance and look forward to your response.

Rick Glickman, Pres.
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