

2021 Alden Truck, Car, Cycle Show
SUNDAY, JULY 25, 2021
Alden Town Park - Alden, NY

SPONSOR PLEDGE PACKAGE

PROCEEDS TO BENEFIT

mercy**FLIGHT**
WHEN MINUTES MATTER

This premier, family-friendly annual event brings out the coolest classic and custom cars and motorcycles from all over the East Coast and Canada!

- ◆Special Guest Appearances ◆Local Bands and Artisans ◆Commercial and Local Vendors
- ◆Celebrity Cars ◆Awards ◆Basket Auction ◆Prize Raffles
- ◆50/50 Splits ◆Food ◆Beverages ◆Kids Zone ◆And Much More!

The Marilla Car, Truck & Cycle Show is an annual event dedicated to raising funds for nonprofit organizations in the Western New York area. Totally staffed by volunteers, the net proceeds from the 17th Annual -Alden- 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, 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 28,000 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 continue out our mission.

A Year In Review

2013, 2014, 2015, 2016, 2017, 2018 and 2019 where very successful at our venue in **Alden!** Thank you for your support. This year we will be having our show following all COVID-19 precautions as indicated by the ERIE County Health Department.

2021 SPONSOR BENEFITS

BENEFITS OF SPONSORSHIP	PREMIER \$3,000	VIP \$2000	DISTINGUISHED \$1500	HIGH HONOR \$1000	HONOR \$500	SPECIAL \$250
Company Name/Logo on Dash Plaques	YES	YES				
"Presented by (<i>your company name</i>)" under Marilla Auto Show logo on all event advertising	YES	YES	YES			
Company Name/Logo on Window Cards	YES	YES	YES			
Special appreciation award	YES	YES	YES			
Custom vinyl banner with your company logo prominently displayed at the event	YES	YES	YES	YES		
Invitation for you and a guest to the check presentation dinner	YES	YES	YES	YES		
Complementary 10'x10' vendor space <i>*Please complete Vendor Application</i>	YES	YES	YES	YES		
VIP parking for show vehicle <i>*Please complete Registration Form(s)</i>	FOUR	THREE	TWO	ONE		
VIP parking space(s) for attendees	FOUR	THREE	TWO	ONE		
Company logo featured on 5000+ event posters & flyers to be displayed/distributed at various events	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	Company Logo in Full Color	
Company name/logo on Alden AutoShow.com and Facebook Page. Must send your own logo .	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Company Name/Logo in Full Color	Name
Company name/logo on awards	Logo on all awards. 'Sponsored By [Name]' on # awards.	Logo on all awards. 'Sponsored By [Name]' on # awards.	Logo on all awards. 'Sponsored By [Name]' on # awards.	Logo on all awards. 'Sponsored By [Name]' on # awards.	'Sponsored By [Name]' on 20 awards.	'Sponsored By [Name]' on 5 awards.
Advertisement in Event Book distributed day of show. <i>DUE BY 7/5/21</i>	Full Color Page	Full Color Page	Full Color Page	Full B&W Page	Half B&W Page	Half B&W Page
Public recognition as a sponsor over the PA system during show hours	YES	YES	YES	YES	YES	YES

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

For additional information, please contact: Jeffrey at (716) 870-9540,
Mary Lynne at (716) 604-8458 or email: MarillaAutoShow@yahoo.com.

AldenAutoShow.com ~ Facebook.com/AldenAutoShow

Alden Truck, Car, Cycle Show

2021 SPONSORSHIP FORM

Date: _____

Contact Name: _____

Company Name: _____
(complete name to be used for Acknowledgments)

Company Address: _____

City: _____ State: _____ Zip _____

Phone: _____

E-mail: _____

Website Address: _____

Please indicate Level of Sponsorship. If services, please specify service next to level.

- \$3,000 "PLATINUM" (see Notes 1, 2)
- \$2,000 "VIP" (see Notes 1, 2)
- \$1500 "DISTINGUISHED" (see Notes 1, 2)
- \$1,000 "HIGH HONOR" (see Notes 1, 3)
- \$500 "HONOR" (see Notes 1, 4)
- \$250 "SPECIAL" (see Note 4)
- I am unable to Sponsor. Please accept my donation of \$ _____.

Please mail this form along with check or money order to:

Marilla Auto Show, Attn: Sponsors, PO Box 1155, West Seneca, NY 14224

Thank you for your support – we could not do this without you!

Notes: Please email your logo to **MarillaAutoShow@yahoo.com** in high-resolution jpg, gif, bmp or pdf. Please know that we are unable to create one for you. Thank you for your understanding. Deadline for **program book Ads is 7/5/2021.**

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