



**Somernites
Cruise**
SOMERSET, KY

SOMERSET

SPONSORS



Car Cruise Capital of Kentucky

Somernites Cruise is more than just a car show. It is an event that happens the 4th Saturday of each month April through October. This family friendly event is held rain or shine in historic downtown, Somerset, Kentucky. It began in April of 2001 and has grown throughout its history into an event that is on every classic car enthusiast's "must-do" list. What started out with about 300 cars has grown into an event that regularly boasts more than a thousand show vehicles attending each month. Beyond the vehicle count, the spectator crowd numbers in the thousands. This activity is, and always has been, free to both the participants and the spectators. It is a place that families can go to enjoy the beauty and excitement of years past, or the flash and the art of the present day.

Somernites Cruise, Inc. is a 501(c)(3) organization that is run by a board of directors and supported by a team of volunteers. The success of Somernites Cruise is a direct reflection of the commitment and dedication of the volunteers, who give their time to the community to keep the event running. The Cruise Team is made up of approximately 70 hard working people who work tirelessly all year long to plan and promote the event. Together, they give more than 15,000 hours each season, helping to coordinate this incredible event.

Great marketing and a positive image has always been important to Somernites Cruise. Several national media outlets have taken note of what is happening in Somerset and the event has been televised on both ESPN2 and Fox Sports South several times, as well as being featured on Dennis Gage's "My Classic Car" and Barry Mequiar's "Car Crazy" television shows. Event Radio has also touted this popular car show on their radio program. Through partnerships with national sponsors, thousands of informative brochures are handed out across the nation to promote Somernites Cruise. The event website and Facebook page are also very popular and are visited by thousands of people monthly. This kind of concerted marketing effort is directly responsible for the growth of Somernites Cruise. It is also what prompted Kentucky State Government to name Somerset the Car Cruise Capital of Kentucky!

It takes the collaboration and support of so many to make an event of this size continue to thrive. It is the sponsors, though, that provide the funding to help with promotion and expenses that keep the event running and progressing. This is where you and your business can help. Somernites Cruise needs the continued support of the business community, both in sponsorship dollars and volunteers to continue moving the event in a forward direction. The great thing about this is that, while you are helping a great event, Somernites Cruise is promoting your business as well.

Here is your opportunity to become an integral part of the Cruise by becoming a sponsor. Your sponsorship helps "fuel" Somernites Cruise and gives you a great way to promote your business in a very positive environment. In addition, you can be sure that your contributions are fully tax deductible. Sponsorship has many benefits.

Please look through this material and decide which level works best for your business and then join Somernites Cruise and our other sponsors for an exciting ride into the future of the event!



"..the ultimate
cool car cruise
in the heartland"
— Horse Power TV





SOMERNITES CRUISE – SPONSORSHIP LEVELS

Premier Sponsors

Negotiated Level

Limited to five (5) Premier Sponsors per season

- First renewal option for subsequent years
- Vendor space on "The Square" all 7 shows
- Logo on all printed materials (including any national ads)*
- Full-Page ad in Cruise Booklet, prime placement
- Included on site map in Cruise Booklet
- Recognized as Premier Sponsor in media kits
- Your logo prominently displayed on front page of SomernitesCruise.com
- Link on SomernitesCruise.com to your website
- Listed first on Sponsors page of SomernitesCruise.com with phone number, address, and logo
- E-banner on our E-Newsletter
- Free "Official Cruise" vinyl banner for business
- Lobby plaque first year (updated every year)
- First right of refusal on advertising opportunities
- Additional advertising opportunities (negotiated)

** Many sponsor event components such as gates, special events, Cruise trailers & vehicles, golf carts, courtesy carts, vendor alley, etc.*

Corporate Sponsors \$5000

- Vendor space in "Vendor Alley" all 7 shows (20x15)
- Logo included on brochure
- Half-Page ad in Cruise Booklet
- Included on site map in Cruise Booklet
- Recognized as Corporate Sponsor in media kits
- Your logo on front page of SomernitesCruise.com
- Listed on Sponsors page of SomernitesCruise.com with phone number, address, and logo
- Link on SomernitesCruise.com to your website
- Public recognition of sponsorship during Cruise events including logo displayed on "The Square"
- Free "Official Cruise" vinyl banner for business
- Lobby plaque first year (updated every year)
- Additional advertising opportunities (negotiated)

Diamond Sponsors \$2500

- May purchase and display banner (\$120)
- 50% discount on ad in Cruise Booklet
- Public recognition of sponsorship during Cruise events including logo displayed on "The Square"
- Listed on Sponsors page of SomernitesCruise.com with phone number, address, and logo
- Link on SomernitesCruise.com to your website
- Vendor space in "Vendor Alley" all 7 shows (20x15)
- Lobby plaque first year (updated every year)

Platinum Sponsors \$1000

- May purchase and display banner (\$120)
- 25% discount on Ad In Cruise Booklet
- Listed on Sponsors page of SomernitesCruise.com with phone number, address, and logo
- Link on SomernitesCruise.com to your website
- Vendor space in "Vendor Alley" all 7 shows (10x15)
- Lobby plaque first year (updated every year)

Gold Sponsors \$500

- * Minimum level required for listing on Lodging page of SomernitesCruise.com
- May purchase and display banner (\$120)
- 10% discount on ad In Cruise Booklet
- Listed on Sponsors page of SomernitesCruise.com with phone number and address
- Lobby plaque first year (updated every year)

Silver Sponsors \$250

- Listed on Sponsors page of SomernitesCruise.com with with phone number
- Lobby plaque first year (updated every year)

*** PLACEMENT ON PRINTED MATERIALS CONTINGENT ON SPONSORSHIP OCCURRING BEFORE MATERIALS GO TO PRESS.**

Program subject to change without notice based on availability. Sponsorships run from January 1 through December 31 each year. The SomernitesCruise.com website will be cleared of all sponsor information on December 31. Please ask the Somernites Cruise Sponsorship Coordinator how you can get set up on a payment plan for your event sponsorship.



The **Somernites Cruise Registration Booklet** is provided to all first-time cruisers. This booklet has all the information about the events of the entire Cruise year. It includes Fun Runs, Show and Shine Schedule, map of the Somerset area, and more.

This advertising opportunity is only available to our Somernites sponsors.
(Your ad will be produced by our staff.)

All ads in color and are available in sizes:

1/8 page - 2.5" x 2"

1/4 page - 2.5" x 4"

1/2 page - 5" x 4"

Full page - 5" x 8.5"

Premium spaces (inside cover and back cover)
Please see order form.



Keith Floyd
Executive Director

Phone: (606) 872-2277
sponsors@somernitescruise.com

Somernites Cruise, Inc.

P.O. Box 502

Somerset, KY 42502

1-606-USA-CARS

www.somernitescruise.com



SPONSORSHIP PROGRAM



COMPANY INFORMATION:

Business Name: _____ Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Cell: _____

Email: _____ Web Address: _____

SPONSORSHIP SELECTION:

TOTAL

<input type="checkbox"/>	Premier Level Sponsorship*	<input type="radio"/> Please mark here if using vendor space.	\$TBD
<input type="checkbox"/>	Corporate Level Sponsorship*	<input type="radio"/> Please mark here if using vendor space.	\$5,000
<input type="checkbox"/>	Diamond Level Sponsorship*	<input type="radio"/> Please mark here if using vendor space.	\$2,500
<input type="checkbox"/>	Platinum Level Sponsorship*	<input type="radio"/> Please mark here if using vendor space.	\$1,000
<input type="checkbox"/>	Gold Level Sponsorship		\$500
<input type="checkbox"/>	Silver Level Sponsorship		\$250

Please mail to:

Somernites Cruise, Inc.

P.O. Box 502

Somerset, KY 42502

GRAND TOTAL

Payment Plan available.

Please ask for more information.

☐ Please sign me up for the Payment Plan

*Please mark the circle if you wish to take advantage of your vendor space included in your sponsorship level during your sponsored season. More information will be requested once your sponsorship is received to better serve you.

The signer agrees to become a sponsor for the Somernites Cruise. The signer states that they have the authority to enter into this contract. As a sponsor, the signer agrees to represent Somernites Cruise in a professional manner. If conduct becomes unprofessional, Somernites Cruise, Inc. reserves the right to cancel sponsorship. Payment is due upon signing. Admissions Booklet opportunity ends April 1st. Amount due needs to be paid in full before then to guarantee placement. Any payment plans that fall more than 30 days behind will result in the sponsor being removed from the website until the payments are current. **Permission to display the official Somernites Cruise banner is only granted to gold level and above active sponsorships.**

Questions? Please contact:
Keith Floyd, Executive Director
(606) 872-2277
Sponsors@SomernitesCruise.com

Signature _____

Date _____



Name _____

Company _____

Address _____

Email _____

Amount Due _____

Ad Size _____

Ad Copy _____

Phone # _____

Address _____

Website _____

Check-off List

- ☐ Form signed and dated
- ☐ Payment
- ☐ Ad (camera-ready, or digital .eps, .pdf, or high resolution .jpg — NO Word, Publisher, or PowerPoint files)

OR

- ☐ Logo (camera-ready, or digital .eps, .tif, .jpg — NO .doc or .pub)
- ☐ Text (.doc, or written clearly in "Ad Copy" space provided above)
- ☐ Any pictures needed (camera-ready or digital .eps, .tif, .jpg — NO .doc or .pub)



Somernites Cruise Registration Booklet

This advertising opportunity is only available to our Somernites sponsors.

(Your ad will be produced by our staff.)

All ads in color:

1/8 page - \$210

1/4 page - \$400

1/2 page - \$600

Full page - \$750

I agree to pay the amount listed. I understand that I am allowed one series of edits. I understand that all parties will do their best and will not hold liable any unintentional mistakes or omissions. I understand that I will receive a sign-off sheet for final ad. I state that I am the decision maker that represents my company and I will be responsible for payment.

Please make the check out to:

Somernites Cruise, Inc.

Signature _____

Print _____

Date _____

Contact : Keith Floyd, Executive Director
Phone: (606) 872-2277 (USA-CARS)
Email: sponsors@somernitescruise.com

Please mail to:
Somernites Cruise, Inc.
P.O. Box 502 • Somerset, KY 42502